

Job Description

Job Title: Shop Manager

Reports to: Retail Area Manager

Location: Shop Based

Job Purpose

To deliver sales/profit targets through the effective management and motivation of the shop team including volunteers. Exceed customer expectations by providing the highest quality service. Ensure the highest standards of merchandising throughout the shop. Actively promote the shop through all available social media channels.

Key Responsibilities

Responsibilities include but are not limited to the following:

To ensure that all sales targets, KPI's and results are communicated and that all staff are aware of, understand and are working to exceed the agreed targets and KPI's.

Ensures maximum stock availability through effective control of collections – generating and sourcing high quality stock, monitoring stock flow into the shop and liaising with the warehouse supervisor to manage stock flow from the RDU.

Achieves the optimum price point for all stock items and promotional merchandise. Continually reviews the rotation, quality and replenishment of stock in order to maximise sales.

Provides direction and support to shop staff and volunteers to actively promote Gift Aid in order to maximise contributions from donations.

Identifies local market and business development opportunities for performance improvement.

Proactively use social media platforms to promote the shop and stock, Facebook and Instagram including 'live' and 'stories' and creating blogs for the website.

Presents and maintains the highest standards of shop merchandising and visual layout including attractive and seasonal window displays.

Proactively recruits for volunteers, effectively plans volunteer cover and trains in areas related to business needs to realise their full sales potential and contribution to the shop performance.

Provides regular performance feedback, conducts formal performance reviews, trains and develops shop staff in customer service standards, operating standards and retailing skills.

Monitors and controls variable costs e.g. petty cash in accordance with the set targets to maximise the profitability of the shop.

- Prepares and completes all shop administration inclusive of cash handling and banking functions to the highest standard, accurately and on time, always adhering to Company Policies and Procedures.
- Ensures all Security, Health and Safety policies and procedures are adhered to in order to provide a safe and secure shop environment for staff, volunteers, customers and company assets. Provides regular and relevant training for staff in Health and Safety, maintains legal compliance at all times.
- Plans and organises daily work load throughout the shop in a way that ensures efficient customer service and a profitable operation
- Ensures all company policies, shop standards and operating procedures are communicated effectively to shop staff and maintained and followed through in a consistent manner
- Actively participates in two-way communication sharing and exchanging relevant and appropriate information with the shop colleagues, Retail Area Manager and Charity Director

Essential Skills, Abilities and Competencies

- Experience of running a busy shop environment
- Excellent time management skills
- Ability to prioritise and delegate work load
- Excellent knowledge of social media platforms and confidence to use them effectively
- Excellent interpersonal skills
- Good verbal, written and presentational skills
- Ability to work on own initiative