

## JOB DESCRIPTION

<b>Job Details</b>	
<b>Job Title:</b>	Retail Brand Manager
<b>Band:</b>	£35,000 - £40,000 per annum (depending on experience)
<b>Department:</b>	Retail
<b>Reporting to:</b>	Head of Retail
<b>Location</b>	Corsham, working across our community of retail stores. (Occasionally working at our Hospice head office in Winsley)

### **Job Summary / Main Purpose:**

The Retail Brand Manager at Dorothy House will play a crucial role in shaping and evolving the brand experience across our 27 charity shops. With a focus on driving innovation and improvement, you will put your own stamp on ensuring we optimise product offerings, foster customer loyalty, and implement forward-thinking strategies that elevate our retail branding and operations.

This role is central to ensuring that our retail activities effectively support Dorothy House's mission to provide end-of-life care in the community.

### **Principal Duties and Responsibilities**

#### **Brand Strategy & Development:**

- Develop and implement a comprehensive retail brand strategy that embraces innovation, enhances the brand's presence, and aligns with Dorothy House's mission.
- Creating innovative branding strategies to increase awareness and deepen connections with our communities. Working closely with the Head of Retail to deliver this initiative.

#### **Estate Segmentation & Optimisation:**

- Use creative approaches to analyse the performance of our retail estate and customer demographics, to inspire new approaches and improvements.
- Improve our shop segmentation, ensuring each store stocks products tailored to the unique needs of the local community.
- Implement data-driven strategies to help maximise sales and customer satisfaction across the estate.

#### **Customer Insights & Engagement:**

- Create new methods to gather and analyse customer insights, identifying trends and opportunities for improvement and growth.
- Design and execute customer engagement strategies, including loyalty programs and digital initiatives that help foster long-term relationships with our brand.
- Help us explore the potential for technical solutions that might help improve customer experience both in-store and online.

**Product Strategy & Stock Acquisition:**

- Lead the development of a cutting-edge Product Strategy that reflects our brand and meets the evolving needs of our diverse customer base.
- Create new innovative product sourcing, identifying new product trends, suppliers, and collaborations to ensure our shops offer a unique and appealing range.
- Explore opportunities to introduce new product categories and/or partnerships.

**Supplier Relationship Management:**

- Build and maintain strong relationships with existing and potential suppliers, creating sourcing strategies to secure high-quality, market-relevant stock for our stores.
- Continuously seek out opportunities for collaboration with new suppliers to enhance the variety and appeal of the products that we offer.

**Innovation in Retail Operations:**

- Champion new practices and experimentation in retail operations, from improving our stock management to enhancing customer engagement through technology.
- Stay up to date with the latest retail trends and explore new tools, technologies, and processes to improve efficiency and customer satisfaction.
- Use data analytics to drive decision-making and track the performance of new strategies, making adjustments as needed.

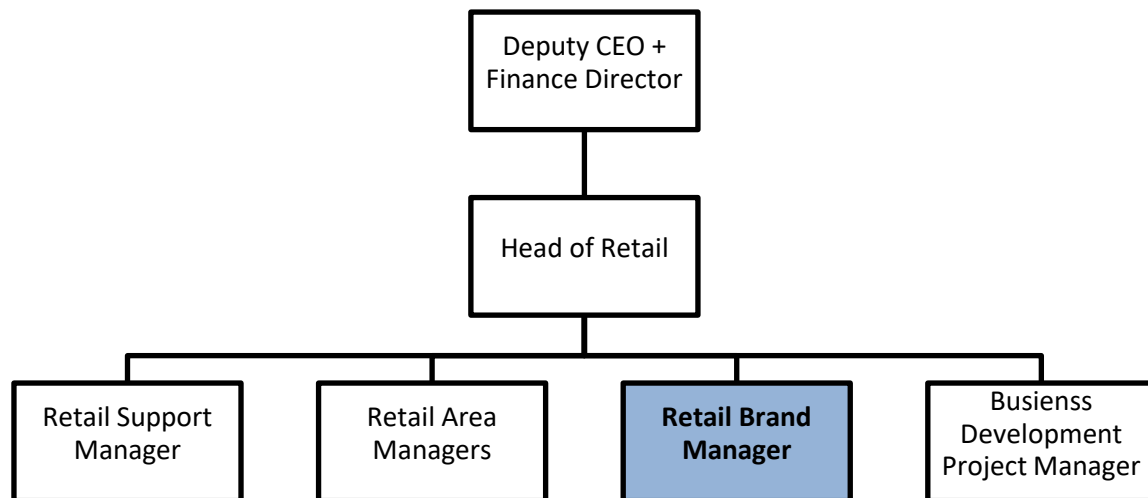
**Performance Monitoring & Reporting:**

- Regularly monitor the success of retail innovations and report performance to senior management.
- Use data and analytics to continually refine strategies, ensuring they align with sales targets and customer engagement goals.

**Team Collaboration & Leadership:**

- Collaborate with shop managers, marketing teams, and other stakeholders to implement the brand strategy effectively across all shops.
- Foster a culture of innovation and continuous improvement within the retail team, encouraging fresh ideas and creative thinking.

## Structure Chart



## Contacts

Retail managers  
Finance Director and wider ET members  
Marketing and Communication Team  
HR  
External stakeholders

## Special Note

This job description does not form a part of the contract of employment but indicates how that contract should be performed. The job description will be subject to amendment in the light of experience and in consultation with the post holder.

## No Smoking Policy

Dorothy House operates a No Smoking Policy for all staff, volunteers and visitors in relation to promoting health. It applies to the Hospice premises and grounds at Winsley, all Dorothy House shops and when staff are on duty in patients' homes.

## Confidentiality

All of the work relating to patients, carers, donors, staff and volunteers and any other information gained are of a confidential nature and must not be communicated to other persons except in the course of duty.

**Safeguarding**

Dorothy House is committed to promoting the wellbeing of all adults and children who use our services, ensuring that they live a life that is free from harm, abuse and neglect. We work in an open and transparent way and encourage staff, volunteers, patients and families to raise any safeguarding concerns. All staff should ensure that they are aware of their responsibilities and attend the mandatory training as required.

**Health and Safety at Work Act**

It is the responsibility of all employees to ensure that the requirements of the Health and Safety at Work Act are complied with safe working practices are adhered to and that hazards are observed and reported to the appropriate office.

**Person Specification –**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
Proven experience as a Marketing / Brand Manager, preferably within the retail or charity sector.	X	
Strong track record in driving innovation within a retail environment.	X	
Holds a confident understanding of the retail market, and how branding affects customer behaviour, loyalty, and sales.	X	
Expertise in store segmentation, product strategy development, and market research.	X	
Excellent project management skills with the ability to organise and manage multiple tasks or priorities.	X	
An analytical problem solver, with an ability to use data to inform decisions.	X	
Excellent communication, negotiation, and relationship-building skills to confidently challenge norms and present new ideas.	X	
Experience in charity retail or a not-for-profit environment.		X
Familiarity with local communities in B&NES, Wiltshire, and Somerset.		X
Experience in digital marketing, e-commerce, or implementing technology-driven solutions in retail.		X