

JOB DESCRIPTION

Job Details:	
Job Title:	Retail New Goods Manager
Grade:	Spot Salary
Department:	Retail
Directorate:	Finance, IM, Business Development & Retail
Reporting to:	Retail Support Manager (RSM)
Responsible for:	Retail Support Stock Assistants, Retail Support Administrator and Volunteers
Location	Corsham Warehouse

Job Summary / Main Purpose:

The Retail New Goods Manager is responsible for driving the commercial performance, stock management and development of new goods across Dorothy House's retail estate. Working across 30 shops and the warehouse operation, the role ensures the right products are sourced, ranged and delivered to maximise sales, margin and stock efficiency. It plays a key role in using data, insight and shop feedback to ensure new goods are relevant, well-managed and aligned to customer demand and shop trading environments.

Alongside day-to-day delivery, the role leads the development of an insight-led approach to new goods, identifying opportunities to improve range, buying and stock allocation across the estate. Working closely with Retail, Warehouse, Distribution and Finance colleagues, the postholder will help shape a more proactive, commercially driven model that supports income generation, improves stock flow and strengthens the overall retail offer.

Principal Duties and Responsibilities
Commercial Performance & Range Management

- Lead the commercial performance of new goods across the retail estate, including sales, margin, stock turn, sell-through and product performance by category and shop type.

- Use sales data, stock insight and shop feedback to optimise range, pricing and product mix.
- Take action on slow-moving, ageing or underperforming stock to maximise income and reduce waste.
- Ensure new goods ranges are relevant, seasonal and aligned to customer demand and shop trading potential.
- Provide clear guidance to shops on range, pricing and merchandising to support strong sales performance.

Future New Goods Strategy and Range Development

- Develop and implement an insight-led new goods strategy that supports retail income growth.
- Use shop feedback, trading data and customer insight to inform range planning and future opportunities.
- Identify growth opportunities across product categories, seasons and shop formats.
- Build a clear understanding of which products perform best in which shops, and use this to inform a more targeted approach to stock allocation.
- Contribute to the development of the future retail operating model where new goods, shops and distribution intersect.

Buying, Supplier Coordination and Stock Planning

- Lead data-informed buying decisions to ensure an effective and commercially viable product range.
- Work with internal stakeholders and suppliers to agree pricing, product selection and stock volumes.
- Monitor supplier performance to ensure consistent quality, availability and value for money.
- Plan buying and replenishment activity to align with seasonal trends and trading opportunities.
- Review product performance and take action to continue, adjust or discontinue lines as needed.
- Over time, the role may be involved in supporting the external sale of Ubiety products and helping to identify and develop future growth opportunities.

Stock Flow & Distribution

- Provide clear direction on stock allocation to ensure the right products reach the right shops at the right time.
- Work closely with warehouse and distribution teams to ensure timely and effective stock movement.
- Identify and resolve issues relating to delays, misallocation or overstocking.

- Ensure shops are informed about stock availability, priorities and upcoming changes.
- Work collaboratively while maintaining clear boundaries between commercial decision-making and operational delivery.

Stock Control & Shrinkage

- Maintain high levels of stock accuracy and minimise shrinkage across all new goods.
- Ensure effective processes are in place for stock tracking, reconciliation and reporting.
- Lead stock takes and ensure accurate reporting to Finance.
- Investigate discrepancies and implement corrective actions.
- Support shops to follow agreed stock control processes.

Operational Processes & Continuous Improvement

- Ensure consistent and effective new goods processes across shops, including pricing, handling and replenishment.
- Identify and implement improvements to increase efficiency, accuracy and commercial performance.
- Develop clear guidance and tools to support shop teams in managing new goods effectively.
- Build capability and confidence in shop teams to understand, present and sell new goods.

Performance Analysis and Reporting

- Provide clear, actionable reporting on new goods performance, including sales, margin, stock turn and shrinkage.
- Analyse performance by shop, category and range to identify trends, risks and opportunities.
- Use insight to inform decision-making and improve commercial outcomes.
- Share regular updates and recommendations with key stakeholders.

Team Leadership & Development

- Lead, support and develop a team of staff and volunteers to deliver high standards of performance.
- Set clear expectations, manage performance and ensure effective workload planning.
- Conduct regular 1:1s and support development through coaching and feedback.

- Promote a positive, inclusive and values-led team culture.
- Ensure compliance with organisational policies and procedures.

As Part of the Retail Team

- Build strong working relationships across Retail Operations, Shop Managers, Warehouse and Van Fleet, Distribution, Retail Support, Finance, Brand & Communications and e-Commerce where relevant.
- Attend and contribute to team meetings, Retail planning discussions and organisational initiatives.
- Work flexibly to meet business needs and travel across the retail estate as required.
- Support wider Retail objectives and contribute to income generation.
- Actively contribute to the stabilisation of Retail and the development of a future operating model.

Role Boundaries

Accountable for the commercial performance, stock control and development of new goods across retail.

Works in partnership with warehouse, distribution and retail teams to ensure effective delivery.

Provides commercial direction while operational delivery remains with relevant teams. The role plays an integral part in enabling coordination, alignment, and efficient delivery across functions.

Indicative Balance of Role

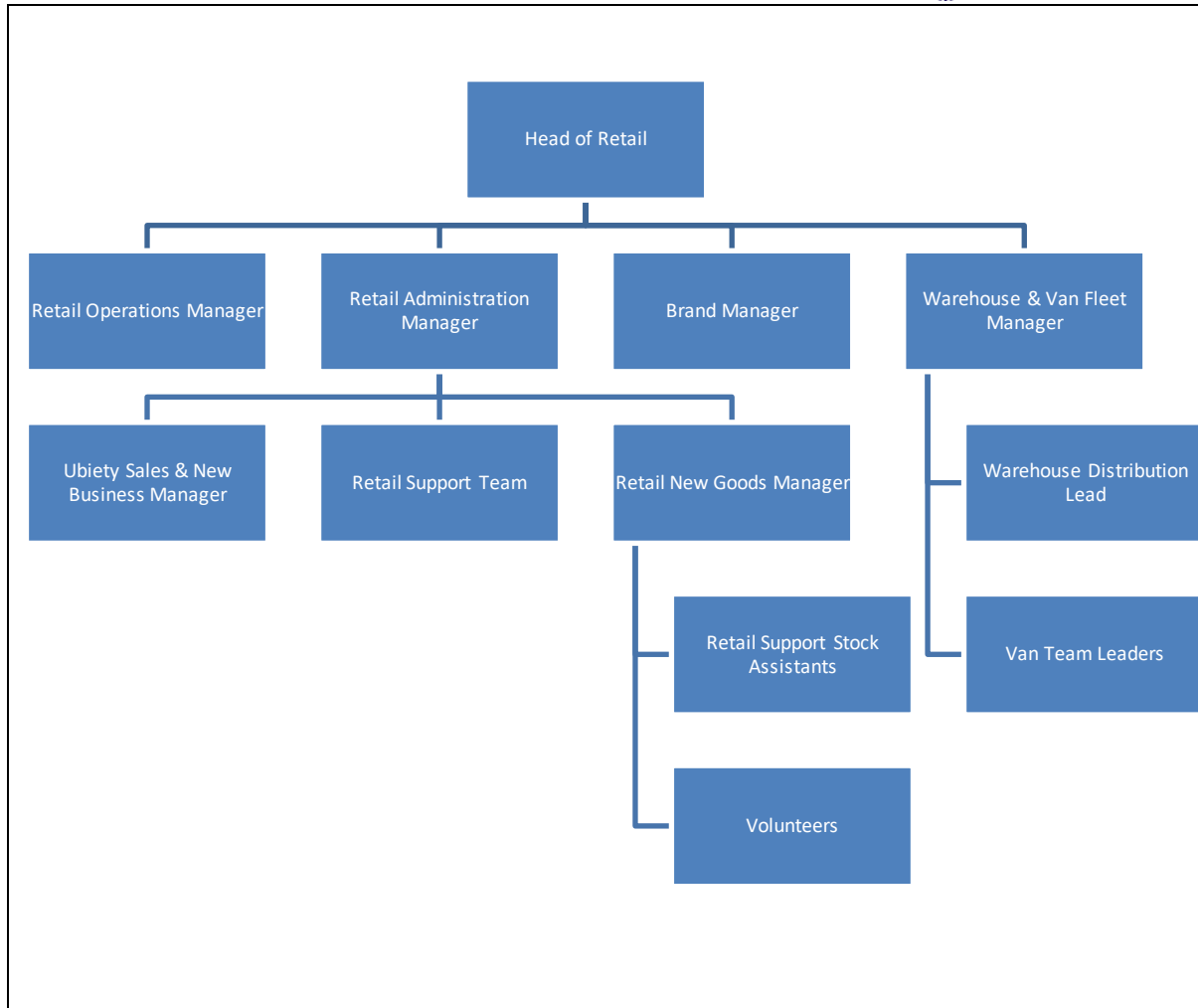
Operational delivery, stock rotation and commercial control: approximately 60%

This includes stock rotation, range management, sell-through, replenishment, reporting, stock control, shrinkage, operational processes and shop support.

Future development, strategy and shop-led buying insight: approximately 40%

This includes developing the future new goods strategy, engaging shop managers, analysing trading data, shaping buying decisions, identifying future opportunities and supporting the future Retail operating model.

Structure Chart



Contacts

Retail Support Manager
 Head of Retail
 Retail Operations Manager
 Shop Managers and Deputy Shop Managers
 Warehouse Manager
 Distribution Lead
 Finance
 Brand & Communications
 Retail Support colleagues
 Volunteers and shop teams

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.

Leadership Commitment

As a People Manager at Dorothy House, you play a vital role in shaping our culture, supporting our teams, and delivering our purpose “**to empower, collaborate and deliver so that no one faces death alone**”.

As part of our Manager Role Profile, this role is identified as a “**Service Leader**”. This means that you will commit to:

Lead Me Well:

- Help your teams focus on what matters most.
- Tackle poor behaviour or contribution early - with clarity and respect.
- Support your managers to grow as confident people leaders.

Support My Development and Wellbeing:

- Make development a core part of the job - not an add-on.
- Offer growth opportunities (e.g. projects, mentoring).
- Act when seeing pressures or when morale is off.

Listen to Me and Keep Me Informed:

- Communicate clearly, early and often.
- Create space for questions and challenge.
- Escalate feedback where needed and follow up.

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

Criteria	Essential	Desirable
Proven track record of delivering commercial performance (sales, margin, stock turn)	X	
Demonstrable experience of improving processes or solving operational problems	X	
Can evidence using data and insight to drive decisions and improvements	X	
Can evidence experience in building effective working relationships across teams	X	
Experience of range planning, product lifecycle management and stock control	X	
Strong organisational skills with ability to manage competing priorities in a fast-paced retail environment	X	
Confidence communicating clearly with a range of senior stakeholders	X	
Experience in charity retail or value-led retail environments		X
Experience supporting, line managing, or supervising staff and/or volunteers		X
Knowledge of EPOS/stock systems and retail reporting tools		X