

JOB DESCRIPTION

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| Job Details: | |
| Job Title: | Area Manager |
| Grade: | £32,752 |
| Department: | Retail |
| Directorate: | Finance, IM, Business Development & Retail |
| Reporting to: | Senior Area Manager |
| Responsible for: | Total sales, contribution & operations from within a defined Retail Estate area whilst supporting the wider business. |

About our shops

Dorothy House stores are at the heart of the charity and our community, raising vital funds and increasing public awareness of the incredible work we do. They are driven by our values of empowerment, accountability and inclusiveness. Their absolute focus is on delivering to specific budgets & targets, whilst maintaining operational excellence.

The Dorothy House retail estate is diverse, with currently 27 outlets spread across our 700 square miles. Predominantly second hand clothes & bric a brac stores, Dorothy House has also diversified into Furniture, Books & in the future will look to add to this portfolio. Our store teams are made up of both employed & volunteer personnel, with a diverse range of skills sets & personalities.

Job Summary / Main Purpose:

To be a key member of the retail management team that ensures consistent operational excellence & delivers budgeted profit from a defined area. To drive and shape the future of the retail estate and its operation, to ensure that retail's contribution to patient care delivers to our growth ambitions.

To lead and inspire the store teams, with effective communication, management and planning. Be a customer champion, use innovation and continuous improvement to create the best possible retail experience in Dorothy House stores.

Be constantly commercial, using entrepreneurial flair, drive and determination to exceed targets and optimise the retail contribution to Dorothy House.

To always be a Dorothy House ambassador to create the best brand experience at point-of-sale. To manage, motivate, and support retail teams to deliver outstanding customer service, increase sales, minimise loss and hit targets. Drive recruitment and select high calibre team members to deliver consistent excellence.

To shape the future of the retail estate and ensure that Dorothy House remains a major presence both on the high street and across other platforms.

To support the wider Income Generation activities and Patient Mission of Dorothy House.

Scope

- Specific Retail Estate within a defined geography or estate type.
- Employed Shop Teams: Shop Managers, Deputies, Drivers, Mobiles etc....
- Volunteer Shop Teams

Operational

- Be accountable for the planning and delivery of the retail commercial sales strategy, budgets and contribution for the designated area.
- Support the wider retail team in the same strategy and its delivery.
- Genuinely understand the area, with tangible insight, relevant data, accurate analysis and reports.
- Deliver consistent operational excellence across the defined area.
- To make recommendations and implement operations, to work seamlessly as a collective rather than individual stores.
- Lead, empower and inspire the store Managers and teams to develop and achieve sales and contribution.
- Provide valued added and timely reports into the Senior Area Manager, that contain genuine insight and actions
- Work collaboratively with the Retail Support Manager & the Warehouse and Van Fleet Manager to ensure that the stores have the right stock at the right time.
- Liaise with the Dorothy House Communication team to deliver appropriate marketing activity to support sales and contribution targets.
- To contribute to the maintenance of the retail operations handbook ensuring it is a living resource and valued across the estate
- Proactively recommend new initiatives to help drive sales across the portfolio such as pop up shops, markets and festivals etc.
- Provide cover and support to other areas of the retail estate and specific stores as required.

Commercial

- Take full responsibility for the commercial delivery of all stores within the defined area. Deliver plans to ensure that budgets are met & targets exceeded.
- Analyse sales data and make proactive and informed management decisions in conjunction with the Senior Area Manager.
- Balance short term delivery with medium term planning to ensure consistent delivery from the defined area.
- Review commercial performance & plans on a regular basis, with Store Managers and Senior Area Manager as appropriate.
- Identify underperformance both in shops and in people, in a timely fashion and deliver and effectively plan, with the Senior Area Manager, to address and manage effectively.
- To be aware of key competition, retail sector trends and current trading opportunities.
- Champion excellence in customer service within the retail business and actively investigating feedback on poor customer care.
- Contribute effectively to the retail budget process.
- To drive donated and new goods performance by effective management and ensuring focus by shop teams.
- Contribute to and exceed operational standards (KPM's) for the retail estate
- Support the design to ensure store refits and refreshes are aligned with retail strategy.

People Management

- Lead and drive a culture of operational excellence & commercial accountability across all stores within the area and across the estate.
- Ensure people development and empowerment is central to management practice. To understand the values and motivation of individuals to maximise their potential and contribution
- To motivate and empower managers and teams to develop and exceed sales and contribution targets.
- To liaise with the Senior Area Manager & HRBP on people management matters, in a professional and effective manner.
- Actively support the recruitment and selection process with a focus on attracting, appointing and retaining high calibre candidates.
- Proactively manage and review the performance and progress of managers, set objectives and targets and liaise with the HR Department to develop individual training plans for the team. Liaise with HRBP when appropriate on performance concerns.
- Produce effective rotas and planning for store cover that are simple, effective and flexible as appropriate. Monitor and manage absenteeism, holidays and underperformance effectively.
- Deliver in-store training and support HQ training as required.
- Ensure that all Dorothy House policies and procedures are adhered to without fail.

- Support the stores in volunteer recruitment, retention and management.
- Lead, manage and communicate with entire store teams effectively, consistently and in a professional manner befitting Dorothy House.

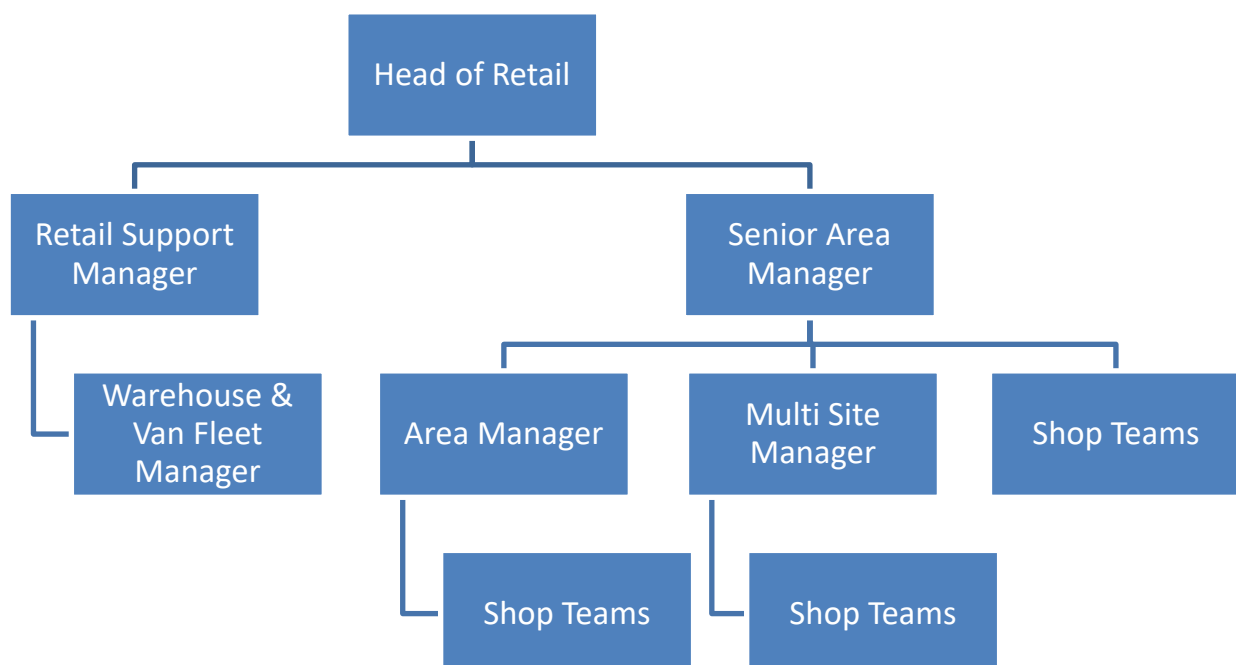
Safety and security

- To ensure that the retail operation complies with all policies and procedures relating to Security, Health and Safety, influencing any changes necessary to meet statutory requirements, actively managing the risk to the workforce, customers and the business.
- To ensure the security of people, stock, cash and property, implementing effective administration, EPOS, procedures and security systems throughout the shops in accordance with Dorothy House guidelines.

Continuous improvement

- To identify new initiatives and efficient practices to support retail strategy.
- To provide analysis on progress against the strategy’s objectives, sales plans and operating budgets.
- To maintain and constantly develop innovative and cost effective stock generation.
- Identify talent within the teams and build a plan to retain and develop further.
- Consistently look for new revenue generating opportunities for Dorothy House in both retail and beyond.

Structure Chart



Contacts

Regular

- Head of Retail
- Senior Area Manager & Retail Support Manager
- Warehouse and Van Fleet Manager
- Multi-site Managers, Shop Managers and shop based staff
- Other paid staff and volunteers.
- Fundraising and communications Dept.
- Finance
- HR

Occasional

- Other Charity Shop Managers.
- Networking forums

Working Conditions

- Travelling the Area to visit all Shops.
- Weekend and bank holiday working
- Management on call
- Working in shops alongside staff and volunteers.
- Office based at Corsham Warehouse.

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.

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.

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.

Person Specification -

| Criteria | Essential | Desirable |
|--|------------------|------------------|
| Qualifications | | |
| Qualification / Training in Retail Management or Business Administration | | ✓ |
| Knowledge & Experience | | |
| Experience managing and overseeing multiple retail outlets | ✓ | |
| Experience of working in the charity sector | | ✓ |
| Can demonstrate leadership attributes driving both team success and individual performances. | ✓ | |
| Experience setting, adapting and achieving targets (specifically sales and retail performance) | ✓ | |
| Experience managing / working with volunteers | | ✓ |
| Experience with store evaluations and shop refitting | ✓ | |
| Good commercial knowledge with a good understanding of profit and loss accounting. | ✓ | |
| Skills & Attributes | | |
| Can demonstrate a record of increasing and sustaining sales growth and profitability | ✓ | |

| Circumstances & Working Conditions | | |
|---|---|--|
| UK driving license with access to a vehicle* | ✓ | |

*Due to regular travel between retail sites, some of which sit outside of public transport routes / times.