



JOB DESCRIPTION

JOB TITLE: Assistant Retail Manager
LOCATION: Ellesmere Port
DATE REVIEWED: October 2024
ACCOUNTABLE TO: Retail Manager

PRIMARY PURPOSE

Under the direction of the Retail Manager, you will help to run an Age UK Cheshire Charity Shop by achieving a high quality of retail service in relation to agreed performance targets and undertaking all appropriate duties to ensure the continued shop operations.

Main Duties:

1. Undertake all appropriate duties and responsibilities to ensure the continued operation of the shop and the achievement of agreed performance targets.
2. To ensure that the Age UK Cheshire Charity Shop achieves required standards of performance and agreed sales targets:
 - Maximise sales through stock rotation, creative window displays and merchandising, to ensure the full potential of the stock available to you. Boost impulse sales by displaying appropriate products at the point of sale.
 - Support, train, and coordinate the work of volunteers in the shop as required.
 - Work with the Retail Manager to ensure that the shop complies with all the relevant legislation, trading standards and health and safety.
 - Ensure stock from donors is correctly received and stored within the shop.
 - Follow administrative systems and working practices to include daily and weekly sales reports, Charity Log and financial information.
 - Identify stock which can maximise income when sold via e-commerce, auctions, or other sales opportunities.
 - Plan and prioritise special promotions, seasonal adjustments, and sale events.
 - Ensure professional signage throughout the shop; to be clear and on brand.
 - Actively promote Gift Aid, sign up donors and ensure records are kept up to date, to achieve performance targets.
 - Maintain a high level of commercial awareness by staying informed of sales trends, stock position and local competition.
3. To work as a member of the wider retail team to ensure that all shops across the region are covered appropriately. Have a flexible approach to days worked

and location; to provide support to other colleagues and providing holiday cover for the Retail Manager.

4. To participate in recruitment, induction, training, and deployment of volunteers. To work with other organisations when necessary to ensure compliance with all legislation and good practice.
5. To develop and manage “designated volunteers” through appropriate training and development, to ensure that they can take responsibility for the running of the shop in the absence of paid colleagues, including holiday cover if necessary.
6. Implement the highest standards of customer care and service.
7. To maximise income by participating in fundraising and trading opportunities.
8. To take responsibility for the shop to implement shop procedures, as follows: -
 - Act as a key holder at an assigned location
 - Prepare the shop for opening by the correct time
 - Close the shop at the correct time and ensuring the shop is secure before leaving
 - Assist in the acquisition of donations
 - Sort, prepare and price stock, delivered from the Retail Drivers
 - Present stock in the sales area to the agreed standard
 - Recruit, train, organise, supervise, and care for the welfare of colleagues and volunteer helpers
 - Reconcile the cash register, banking and to work to Age UK Cheshire’s financial policies and procedures
 - Complete paperwork as necessary, to include use of information technology on computerised systems
 - Carry out Age UK Cheshire’s policy on Health and Safety of colleagues and customers, including all manual handling policies and procedures for goods and furniture, emergency, and accident procedures, trading standard policy, refunds, and exchange policy
9. To use your own initiative to ensure any issues in the shop are resolved quickly and effectively. To follow the correct reporting procedure to inform the Health & Safety Manager of any problems or concerns.
10. To understand and achieve daily/weekly/monthly/annual targets which will be reviewed regularly with the Retail manager.
11. To be a role model for Age UK’s mission statement and values and to understand how the role of an Assistant Retail Manager complements this.
12. To undertake such duties as may from time to time be reasonably requested by management within the flexible definition of the post.

ASSISTANT RETAIL MANAGER - PERSON SPECIFICATION

Essential Criteria	Desirable Criteria
<ul style="list-style-type: none"> • Previous experience in a retail/customer centric environment including the use of EPOS systems • Previous experience of communicating with a diverse customer base • Ability to motivate, inspire and work as a team • Good standard of numeracy • Good administrative and organisational skills with the ability to undertake banking tasks, keep basic records and organise resources in a busy environment. • Ability to understand and interpret financial information to manage shop performance outcomes. • Strong communicator with the ability to deal with customer issues and resolve problems with firmness and fairness • The ability to recognise stock potential to generate income and the importance of attractive presentation. • Basic knowledge of Health & Safety and Fire regulations and ability to identify potential risks. • Flexible and positive attitude – Expectation to cover the Retail Manager and other team member's holidays & sickness • Must be able to work weekends & Bank Holidays as and when necessary 	<ul style="list-style-type: none"> • Experience of working with volunteers • Ability to use Microsoft office packages • Experience within Charity Shops • General understanding/empathy with the aims of the organisation • To have an understanding of selling merchandise via e-commerce e.g., eBay, Depop etc. • Ability to travel to training meetings as & when required (ideally full driving licence and use of a properly insured vehicle during work hours)

Processing stock deliveries will regularly involve carrying and moving (sometimes heavy) bags of stock. You will also be on your feet for long periods of time. On occasions you may be required to work on your own within the shop.

ASSISTANT RETAIL MANAGER - ADDITIONAL INFORMATION

Age UK Cheshire currently operates 9 Charity Shops which all help to provide funds for the charity to deliver its services for older people in Cheshire, as well as being a location to promote Age UK Cheshire services.

All Age UK Cheshire shops sell unwanted household and personal goods donated by the public. The success of the shops is dependent upon achieving a regular adequate supply of donations. Age UK Cheshire shops have established a reputation for selling good quality items, well presented and at reasonable prices.

The shops are all expected to trade profitably. Their function is to provide income to the organisation. Each shop is given a weekly sales target to achieve to produce a targeted net profit once rents and other costs have been deducted.

You will be required to step up to full time during the weeks the Retail Manager is on annual leave, and at times you might be asked to cover other shops depending on staffing issues, so flexibility is a must.

Volunteer support is key to the success of the operation and development of the “designated volunteers” who can take responsibility for the shop, during some periods of staff absence.

Location: You will be based at the Ellesmere Port shop. You may be required to cover other shops on an ad hoc basis.

Hours: 14.5 hours per week over 2 days on a rota basis over Monday to Sunday, plus paid holiday cover for Retail Manager or other team members as required (which may require working up to 6 days / week at maximum). Flexibility toward working hours is required to ensure that the shops are staffed appropriately. The role will require working over the Christmas period and potentially some bank holidays and Sunday dependent on local trading hours.

Salary: £8,799.18 per year (£11.67 per hour)

Pension: Age UK Cheshire has an automatic enrolment workplace pension scheme in place for eligible employees.

Holiday Entitlement: 25 days leave per annum plus 8 Bank Holidays, rising after 5 years' continuous service by one day per year (pro rata) to a maximum of 30 leave after 10 years. Plus an additional discretionary 1 Trustee day (pro rata).

Contract: All new staff are subject to a six-month probationary period. 4 weeks' notice is required to terminate employment by either side i.e. the employee or Age UK Cheshire. During the probationary period, one week's notice is required by either side.

Health Cash Plan: Staff will automatically join the Age UK Cheshire's Health Care Cash Plan and will be entitled to receive healthcare benefits.

Criminal Disclosure: Not applicable for this post.

Age UK Cheshire is a Mindful Employer and positive actions will be taken to ensure that people will not be excluded from working for Age UK Cheshire because of their age, race, ethnicity, faith, marital status, sexual orientation, gender, physical or mental health.

Registered charity no. 1091608