

Job Title	Retail Area Manager
Salary:	£16.50 per hour £31,102.50 actual per year £31,102.50 full time equivalent
Hours:	36.25
Location:	Castle Community Centre, Barbers Lane, Northwich, CW8 1DT
Accountable to:	Head of Income Generation
Role summary	<p>Age UK Cheshire works with older people to support them in living their best life...</p> <ul style="list-style-type: none"> • relieving loneliness, so that older people feel connected, • combatting poverty, so that older people have enough to live on, and • increasing independence, so that older people can live the lives they want to lead. <p>The Retail Area Manager will lead and manage Age UK Cheshire's retail operations across multiple charity shops.</p> <p>This role focuses on maximising the potential of physical retail locations, increasing sales, ensuring operational excellence, and optimising Gift Aid contributions.</p> <p>The Retail Area Manager will support the development of staff and volunteers, drive innovation in retail operations, and contribute to strategic growth initiatives while ensuring compliance with organisational policies and relevant legislation.</p>

JOB DESCRIPTION

Commercial management	1	Develop and implement strategies to increase sales and profitability across all retail locations.
	2	Maximise Gift Aid income by ensuring staff training and process implementation.
	3	Monitor and analyse KPIs (sales growth, customer satisfaction, stock turnover) to meet targets.
	4	Identify potential new retail locations and prepare business cases for expansion.
People management	5	Lead, manage, and develop retail staff and volunteers, promoting high performance.
	6	Recruit, train, and support staff to ensure they meet operational objectives.
	7	Ensure effective volunteer deployment and manage holiday cover to maintain efficient staffing.
	8	Mentor Retail Managers to cultivate leadership and support from retail volunteers.
Stock and financial management	9	Oversee stock generation and management to maximise sales opportunities across shops.
	10	Analyse financial performance and take corrective actions where necessary to meet sales and profitability targets.
	11	Collaborate with the Head of Income Generation to align budgetary control with strategic goals.
	12	Ensure compliance with financial, legal, and operational standards, including health & safety and trading regulations.
Leadership and innovation	13	Drive continuous improvement by introducing innovative retail initiatives and strategies.

	14	Lead performance reviews, address areas of underperformance, and develop solutions to improve outcomes.
	15	Work closely with the Senior Leadership Team to develop long-term strategies for retail growth.
	16	Stay informed on market trends and propose new ideas to keep Age UK Cheshire's retail operations competitive.
	General	
	14	Uphold the organisation's core values and act as an ambassador for Age UK Cheshire, demonstrating respect, empathy, and professionalism in all interactions.
	15	Take personal responsibility for health, safety, and wellbeing, ensuring compliance with organisational policies and health and safety regulations.
	16	Promote diversity and inclusion, fostering an environment where individual differences are valued, and equality of opportunity is upheld.
	17	Foster collaboration, communicate openly with colleagues, and contribute to continuous improvement initiatives to enhance service delivery and organisational effectiveness.
	18	Take responsibility for personal development, adhere to organisational policies and legal requirements, ensure safeguarding, confidentiality, and data protection standards are met, and undertake any other duties as required to support the organisation's goals.
PERSON SPECIFICATION		
Essential	a	Proven experience in multi-site retail management, ideally within charity or commercial retail, with a track record of driving sales and profitability across multiple locations.
	b	Strong leadership skills, with experience in leading and developing retail teams and volunteers to achieve high performance. Ability to create a culture of continuous improvement.
	c	Experience in managing budgets, meeting financial targets, and optimising costs. Proven ability to drive Gift Aid income and manage stock effectively.
	d	Ability to ensure compliance with health & safety, trading standards, and policies. Experience in managing daily operations, ensuring high standards of customer service and shop presentation.
	e	Excellent communication skills, with the ability to influence and engage stakeholders at all levels. Proven ability to handle customer feedback and resolve issues effectively.
	f	Ability to contribute to long-term planning and identify growth opportunities, including new shop locations and market trends.
	g	Strong problem-solving skills with a track record of introducing new ideas and driving improvements in retail operations.
	h	Proficient in Microsoft Office (Word, Excel, Outlook) and retail management systems to track sales, stock, and performance.
Desirable	a	Experience in charity retail with knowledge of Gift Aid processes.
	b	Experience in recruiting, training, and managing volunteers, fostering a positive and inclusive environment.

	c	Experience overseeing store fit-outs, relocations, or new openings.
	d	Understanding of Age UK Cheshire's mission, with empathy for the needs of older people and their communities.
GENERAL:	a	Have use of a car, full driving licence, and ability to travel across Cheshire in the course of the role.
ADDITIONAL INFORMATION		
HOURS:	<p>The contracted hours for this role are 36.25 hours per week, typically worked Monday to Friday between 9am and 5pm.</p> <p>However, both the specific working days and the daily hours within this timeframe can be discussed and agreed upon, based on operational needs</p> <p>Out-of-office hours activities may be a regular aspect of this role.</p>	
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.	
HOLIDAY ENTITLEMENT:	From the 1st January to 31st December the basic annual entitlement for full time employees is 25 days, plus an entitlement to Public Bank Holidays and a discretionary entitlement to 1 extra day awarded by the Trustees. Part time staff will have their entitlement pro-rated according to the number of hours they are contracted to work.	
CRIMINAL DISCLOSURE:	The post holder will be subject to police checking by the Disclosure and Barring Service (was CRB) Enhanced Disclosure.	
PENSION:	Age UK Cheshire has an automatic enrolment workplace pension scheme in place for eligible employees.	
HEALTH CARE:	Age UK Cheshire offers a Health Care Cash Plan and staff are entitled to receive healthcare benefits.	

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

Charity No 1091608