

Post Title: High Street Shop Manager

Reporting Line: Retail Operations Manager and Head of Retail

Responsible for: Deputy Shop Managers and Volunteers

Summary of post: Age UK Coventry & Warwickshire (AUKCW) have a network of shops across Coventry & Warwickshire. Our shops generate a level of income to support our charitable services. Our focus is around empowering volunteers to maximise their potential within our shops. The High Street Shop Manager has the freedom to make local decisions to drive their business within their community, to encourage volunteer and donor support, and to act as an entrepreneur to maximise every sales opportunity available. The role of High Street Shop Manager is at the forefront of AUKCW's presence within the community.

Duties and Responsibilities:

1. Key Objectives

- a) To maximise a shop's financial contribution to support the work of AUKCW
- b) To represent AUKCW in the community
- c) To manage a shop that is safe, clean, happy, vibrant within a supportive environment
- d) To encourage donations, volunteer contribution and customer purchases from the local community
- e) To implement our required working practices and policies

2. Maximising Income and Profitability

- a) Take an entrepreneurial approach to generating income within your shop, and take every step to maximise available opportunities to grow donated sales and gift aid
- b) Strive to beat your agreed target for donated sales and Gift Aid
- c) Create an exciting shop floor experience that makes AUKCW stand out from our competitors
- d) Make local decisions about the quality of stock, levels of pricing and style of merchandising, leading a team of volunteers to uphold these standards
- e) Maximise income from gift aid by utilising robust systems and processes. Inspire volunteers to grow donor sign-ups and process Gift Aid stock efficiently

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Registered Office
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e: info@ageukcovworks.org.uk
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- f) Review sales reports from the EPOS system, analyse and make decisions based on the data and trends these reports show
- g) Ensure that the shop is open during set trading hours
- h) Control shop expenses and costs
- i) Work closely with your Retail Operations Manager to ensure that they are up to date with the activity of the shop, and are therefore able to fully support you to achieve your shop's targets

3. Leading People

- a) Provide inspired leadership and motivation for a team of volunteers. Maximise the potential of every individual within your shop by understanding their skills and experiences, and utilising them to reach their full potential
- b) Develop, and then work to localised structures and systems that are easy for volunteers to perform within and maximise the impact they can have within the shop. Train volunteers within these systems
- c) Grow and develop volunteers, including any appropriate 'Key Volunteers' to take responsibility for different departments and shop activities
- d) Connect volunteers to the work of AUKCW so they fully understand that their contribution is recognised and appreciated
- e) Set a high standard for customer service, and manage the team to achieve this
- f) If applicable, develop a good working relationship, providing a high level of support and management for the Deputy Manager (for example using appraisals, regular 1:2:1s and performance management)
- g) Identify potentially difficult situations, such as conflict between team members and, with support from your Head of Retail and Retail Operations Manager, manage these situations in line with AUKCW policies

4. Community Impact

- a) Firmly embed your shop into the fabric of the local community by being proactive in assessing opportunities within the community for the shop to get involved in
- b) Plan and develop internal and external events to grow the profile of the shop within the local community
- c) Become a beacon of the local community and develop a network of organisations, clubs and societies who can aid our cause
- d) Drive volunteer recruitment within the local community to maximise the number of people who volunteer within your shop
- e) Source donated stock, ideally with Gift Aid, from the local community, with focus

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on the key product lines that maximise income

- f) Develop local donation schemes within the community ensuring recruitment and management of a team of volunteers to service these schemes
- g) Ensure that shop windows, posters and chalk board communicate with the local community and help to promote your shop's volunteer, donor or customer messages

Other duties

- a) To act as an ambassador for AUKCW raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
- b) Ensure that shop administrative and financial procedures are followed including daily banking, daily and weekly paperwork, maintenance of petty cash, performance reports and staff and volunteer records.
- c) To achieve and maintain PAT testing status where appropriate.

All staff have an individual responsibility to comply with the organisation's policies and practices.

This job description will be reviewed annually in line with appraisals.

Employee Signature.....Date.....

Please print name

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Person Specification: High Street Shop Manager

	Essential	Desirable	Tested At
Qualifications			
A good level of general education	✓		A
Other related professional education/training		✓	A
Knowledge and Experience			
Previous experience gained in performance driven retail/customer centred environment	✓		A/I
Previous supervisory experience		✓	A/I
Previous experience of communicating with a diverse workforce and customer base	✓		A/I
Basic knowledge of Health & Safety and Fire regulation and ability to identify potential risks	✓		A/I
Experience of cash handling	✓		A/I
Charity Retail experience		✓	A/I
Volunteer management		✓	A/I
Experience of working with EPOS systems		✓	A/I
Skills and Abilities			
Ability to motivate and work as a team	✓		A/I
Good administrative and organisational skills with the ability to undertake banking, keep basic records and organise resources in a busy environment	✓		A/I
Strong communicator with ability to deliver team messages, deal with customer issues and resolve problems whilst being firm but fair when required	✓		A/I
Ability to recognise stock potential in order to generate income and understands the importance of attractive presentation	✓		A/I
Ability to plan and prioritise workloads	✓		A/I
Ability to recruit Gift Aid donors and maintain a Gift Aid system	✓		A/I
Ability to drive and commute to remote locations – including use of own vehicle	✓		A/I
Personal Qualities			
Accepting and promoting the values and ethos of Age UK Coventry & Warwickshire	✓		A/I
Flexible approach to work	✓		A/I
Awareness and understanding of equal opportunities	✓		A/I
Additional Circumstances			
Processing stock deliveries will regularly involve carrying and moving (sometimes heavy) bags of stock. To will also be on your feet for long periods of time			
On occasions may be required to work on own within shop			

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