

**FERNE ANIMAL SANCTUARY**

**JOB DESCRIPTION**

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| **Job Title:** | Charity Shop Manager |
| **REPORTS to:** | Retail Manager |
| **INTERFACES:** | CEO, Retail Manager, SMT, Colleagues, Volunteers, Customers, External Visitors |
| **Job Brief** | To manage a shop, ensuring efficient and effective management of colleagues, premises and stock to provide a high quality retail service in relation to agreed performance targets |
| **MAIN PURPOSE:** | Maximise shop income and profit and ensure a great shopping experience for all our customers. |

**Key tasks and responsibilities**

\* To manage a shop, ensuring efficient and effective management of staff, premises and  
stock to provide a high quality retail service in relation to agreed performance targets.  
\* To ensure all appropriate standards of security, fire safety and health and safety are met.  
\* Maximise shop income and achieve agreed performance targets  
\* Promote Gift Aid to customers and sign up donors to enhance shop income  
\* Maintain a high level of commercial awareness by staying informed of sales trends, stock position and local competition.  
\* Implement the highest standards of customer care and service  
\* Recruit, train, support and co-ordinate the work of staff and volunteers in the shop.  
\* Encouraging an active interest in the shop and the work  
\* Identify and train 'key' volunteers to deputise for the Shop Manager in the absence of a paid member of staff.  
\* Ensure that the shop is adequately staffed at all times and establish an appropriate work rota for staff and volunteers.  
\* Hold shop keys, opening and closing the premises for trading hours and responding to emergency call out if and when necessary.  
\* Generate stock donations to meet sales requirements, acknowledge receipt and arrange collection where necessary.  
\* Accept, sort, price and display stock in accordance with guidelines  
\* Responsible for stock control, including disposal of unsold or unwanted donations at the best possible return.  
\* Maintain stocks of new goods for sale with advice from the Area Retail Manager.  
\* Administer the van collection scheme if applicable  
\* Work with the Area Retail Manager   
\* Publicise the shop, enhance the image through a professional retail service, ensuring that all queries about are answered promptly and information held in the shop is up to date.  
\* Maintain good relations with the public, trade councils, landlords and neighbouring retailers.  
  
Experience - Essential:  
  
\* Previous experience gained in a performance driven retail/customer service environment  
\* Previous people management skills with performance management and teamwork  
\* Previous experience of communicating with a diverse workforce and customer base  
  
  
Knowledge & Skills - Essential:  
  
\* Ability to motivate, inspire and work as a team

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| **Agreed** that the job description is a fair and accurate statement of the requirements of the role:  Job Holder………………………………………………………………………………….. Date……………………………………  Line Manager ………………………………………………………………………………….. Date……………………………… |