



ellenor.^x
hospice care in your home or ours

Job Description

ellenor.org

 01474 320007

Registered Charity No: 1121561

[@ellenorcharity](https://www.instagram.com/ellenorcharity)



Job Title: Head of Retail

Department: Retail

Contract Terms: Full Time, 37.5 Hours Per Week, 9.00 am to 5.00 pm, Monday to Sunday

Salary: £41,657 - £49,740 p.a. (dep. on experience)

Location: **ellenor** Hospice, DA11 7HQ. You will be required to work and travel to other retail stores

Responsible To: Director of Operations

Accountable To: Director of Operations

Manages: Retail Cluster Managers, Shop Managers, Assistant Shop Managers, Distribution Manager & Warehouse Manager

About

Us: **ellenor** is a Hospice charity in Gravesend supporting a core population of 270,000 people in North Kent and Bexley including over 45,000 adults aged 65 and above. Our Children's services extend to Bexley covering a population of around 250,000.

The organisation has an In-patient Ward, at the Hospice in Northfleet. The service also has adult, children and young people's community services and a range of out-patient and wellbeing services all supported and delivered through a multi-disciplinary team (MDT).

Our non-clinical teams play an essential role in supporting our charity. From our fundraising and supporter care team to our retail shops and warehouse operations, they help raise vital funds to further our mission. Our office teams ensure the smooth running of all departments, providing invaluable support to both staff and volunteers.

Our Vision: We are dedicated to enabling every person we support to have a seamless and personal experience, that meets their needs and wishes.

Our Mission: We are respecting patients' dignity and independence, providing quality care and supporting them and their families to live with life limiting illnesses in their homes or our Hospice.

Our Values: We are inclusive, we are caring, we are focused.



Scope and Job Purpose:

The Head of Retail is responsible for the strategic leadership, growth, and operational management of **ellenor's** multi-site retail estate, warehouse and distribution operations, e-commerce, and donation stations. This senior role ensures the sustainability and expansion of our retail operations while maximising income for the charity. You will lead a large team of staff and volunteers, promoting a culture of inclusivity, accountability, and high performance, whilst supporting the wider objectives of the hospice.

Internal Key relationships

- Retail Shop management, Distribution Team, E-commerce team
- Retail volunteers
- Head of Supporter Engagement
- Head of Individual Giving

External Key relationships

(this list is not exhaustive but identifies some of the key stakeholders)

- Cash Register Supply Co - CRS
- Acopia
- Infinity



Main Duties and Responsibilities:

Strategic Responsibilities

- Collaborate with the Director of Operations to provide leadership, setting the strategic direction and performance targets for all retail, warehouse, e-commerce, and donation operations
- Lead the expansion of the shop portfolio, overseeing site sourcing, shop-fitting, staff recruitment, and openings.
- Develop, implement, and manage operational systems, processes, and controls to ensure efficient and compliant retail operations
- Drive income growth through innovation in e-commerce, online marketplaces, merchandise development, and shop operations
- Build strong internal relationships to integrate retail with fundraising, donation operations, and broader charity initiatives
- Align retail and fundraising activities to maximise revenue streams and community engagement
- Monitor the charity retail sector and local market opportunities to inform strategy and development.
- Represent **ellenor** externally, developing partnerships and promoting donation stations to increase quality donations and revenue
- Ensure the donation station network is strategically managed and contributes effectively to shop and e-commerce income
- Champion a consistent, high-quality customer experience and charity brand presence across all channels

Operational Responsibilities

- Lead, support, and motivate a diverse retail division, managing performance and conduct issues as required.
- Establish clear communication and feedback mechanisms for staff and volunteers, ensuring transparency and engagement
- Plan, set, and manage the retail operating budget, taking corrective actions to ensure financial objectives are met.
- Monitor shop, warehouse, and e-commerce performance, reporting regularly to the Director of Operations
- Oversee the distribution and warehouse operations, ensuring efficient stock processing, storage, and allocation across shops and online platforms
- Ensure donation stations are efficiently managed, monitored, and maintained to generate high-quality donations
- Foster a culture of staff and volunteer empowerment, development, and retention in collaboration with HR
- Maintain relationships with retail volunteers and community partners, chairing quarterly retail working group meetings



Main Duties and Responsibilities:

Service Delivery

- Manage Gift Aid procedures and claims within agreed timeframes
- Develop and manage the online retail presence, including charity merchandise and website sales
- Implement structured data analysis to optimise sales, stock allocation, and customer experience

Managerial Responsibilities

- Oversee retail property management matters, ensuring compliance and effective maintenance
- Take overall responsibility for the donation centre, ensuring sufficient stock flow to shops and online channels
- Ensure staff and volunteers are trained in mandatory, role-specific, and health & safety requirements
- Promote a culture of health and safety, leading by example across all retail operations

Governance & Compliance

- Ensure compliance with governance, policies, and procedures across all sites
- Act as an ambassador for health, safety, and safeguarding standards

Health & Safety

The postholder is responsible for taking reasonable care of themselves and others, working within **ellenor's** health and safety policies and procedures.

General Responsibilities

- Adapt and develop in line with changing organisational needs
- Act as an ambassador for **ellenor** to raise its profile locally, regionally, and nationally
- Work flexibly across sites and departments as required
- Undertake duties commensurate with the seniority of the role
- Follow all policies, procedures, and uphold the values of **ellenor**



Person Specification:

(All criteria are essential unless stated otherwise)

Education / Qualifications:

- Educated to A Level (or equivalent) qualification or qualified by experience
- A Management Qualification is desirable

Experience:

- Proven experience in developing and implementing retail strategic plans, driving through the change needed to produce positive results
- Proven experience in the successful management of a retail operation, including the management of a team through setting and monitoring objectives and targets
- Proven experience in leading a multi-site team, effectively using all forms of technology to ensure efficient and engaging support and communications
- Proven experience of financial acumen, including experience of budgeting, and cost management
- Experience managing donation station networks and maximising income from donations would be advantageous

Knowledge, Skills and Attributes:

- Excellent judgement alongside exceptional communication and presentation skills
- Excellent attention to detail/accuracy skills
- Excellent customer service skills
- Excellent problem-solving and decision-making skills
- Strong organisation and planning skills with the ability to manage and prioritise workload
- Knowledge of social media platforms and online shopping
- Proven interpersonal skills, including the ability to network with diverse stakeholders
- Excellent working knowledge of Word, Excel, PowerPoint and other platforms
- A full UK Driving Licence

Personal Characteristics & Qualities:

- Integrity, discretion and ability to respect confidentiality
- Positive, self motivated and committed to achieving results
- Flexible and adaptable to change
- Resilient and able to work in a fast paced evolving environment
- Ethical standards
- Innovative thinking and strategy vision
- Commitment to inclusivity, empowerment and volunteer development

