

Job Description

Job Title:	Senior Shop Manager
Department:	Retail
Contract Terms:	Full Time 37.5 Hours (Monday to Sunday, 9am–5pm)
Salary:	£25,959 to £29,217
Location:	Crayford (this is your base location), you will be required to work and travel to other retail shops.
Responsible To:	Head of Retail
Accountable To:	Director of Operations
Manages:	Shop Managers, Assistant Managers and Volunteers

About Us:

ellenor Hospice is a specialist palliative care provider for adults and children in Dartford, Gravesham and Swanley. The organisation has an in-patient ward, at the Hospice in Northfleet, comprehensive adult and children and young people's community services and a range of out-patient and well-being services all supported and delivered through a multi-disciplinary team (MDT).

Role Purpose:

The Senior Shop Manager will be responsible for the day-to-day running and income generated at all of our retail shops under their remit. This role involves effective management of resources, budgets, and personnel.

Internal Key relationships:

- Retail Shop management
- Distribution Team
- Ecommerce team
- Retail volunteers

External Key relationships:

- Cash Register Supply Company (CRS)
- Acopia

- Infinity

Duties and Responsibilities:

The duties outlined below are not definitive and may be changed in accordance with the needs of the organisation.

Strategic Responsibilities:

- Collaborate closely with the Head of Retail to provide leadership and guidance, driving strategic direction and exceptional performance across all aspects of our charity retail.
- Develop, implement, and manage operational practices, systems, and controls to ensure efficient retail operations, including financial and administrative compliance.
- Ensure your teams are delivering as per the strategic plan and in line with company policies and procedures.
- Enhance the customer experience and maintain brand consistency across all shops, ensuring the visibility of charity messaging.
- Manage the expansion of our current shop portfolio, overseeing all aspects from sourcing to shop-fitting, staff recruitment, and opening, in coordination with relevant stakeholders.
- Foster a culture of staff and volunteer empowerment and development in collaboration with HR, focusing on recruitment, management, and retention.
- Build strong relationships across the organisation to ensure integration of retail with broader charity objectives and initiatives.
- Represent ellenor in the community, managing relationships effectively to achieve mutually beneficial outcomes.
- Stay informed about the charity retail market and local charitable activities, identifying market gaps and opportunities.
- Develop and maintain relations with external retail volunteer support, chairing quarterly retail working group meetings.

Operational Responsibilities:

- Collaborate with the Head of Retail to plan, set, and manage the annual retail operating budget, taking corrective actions as needed.
- Establish effective communication and feedback mechanisms for team and volunteers, ensuring transparency and engagement.
- Monitor and evaluate the commercial performance of each shop within your remit and E-commerce division, reporting to the Head of Retail regularly.

- Support the e-commerce infrastructure to allocate key line from stores to gain real value through the sale on our online platforms.

Service Delivery:

- Manage the budgeting process for the shops within your remit.
- Manage Gift Aid procedures, processes, and claims within agreed time frames.

Managerial:

- Lead, support, and motivate the retail team, managing performance and conduct issues as required.
- Implement structured data analysis for sales optimisation and monitor customer service standards.
- Oversee retail property management matters, ensuring compliance and maintenance of property databases.
- Undertake any other tasks or responsibilities as requested by senior management.
- To ensure staff and volunteers are up to date with all mandatory and essential to role training.
- To ensure staff and volunteers are compliant with health and safety policies and standards across retail operations.

Governance:

- Ensure all governance and compliance are followed across all sites regularly.
- To lead as an ambassador for health and safety across all sites and check safety standards.

Health and Safety:

The post holder has the responsibility to take reasonable care of self and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures.

This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to take into account developments in the organisation, department or role.

General:

- Adapts and develops in line with the changing needs of the role,
- Acts as an ambassador for **ellenor** in order to raise the profile of the organisation at a local, regional and national level, as required,
- To maintain up to date mandatory and essential to role training

- Works flexibly across sites and departments from time to time as may be requested by their managers,
- Undertakes other duties commensurate with the seniority of the post as may be requested by their managers,
- To follow all policies and procedures,
- To be aware of the staff values of the ellenor and to behave as a fit representative.

Postholder's Name

Postholder's Signature Date

Manager's Name

Manager's Signature Date

Person Specification

Senior Shop Manager

	Essential	Desirable	Application/ Interview
Education and Qualifications			
Educated to A level or equivalent qualification or experience	x		A
Experience			
Demonstratable experience working in a multi-site retail environment	x		A/I
Experience and application of commercial merchandising retail principles	x		A/I
Proven experience in managing, supporting and resourcing a geographically dispersed team through setting and monitoring objectives and targets	x		A/I
Proven experience in managing and setting budgets	x		A/I
Knowledge and Skills			
A good understanding of Retail Management and the challenges of working within the voluntary sector	x		A/I
Excellent customer service skills	x		A/I
Good organisation and planning skills with the ability to manage and prioritise workload.	x		A/I
Good written and verbal communication skills with attention to detail/ accuracy.	x		A/I
Good problem-solving and decision-making skills	x		A/I
Good working knowledge of Word, Excel, PowerPoint and other platforms	x		A/I
A full UK Driving Licence and access to a vehicle	x		A/I

Personal Characteristics and Qualities			
Integrity, discretion and ability to respect confidentiality	x		A/I
Positive, self-motivated and committed to achieving results	x		
Flexibility and adaptability to change	x		
Resilient and able to work in a fast-paced and evolving environment	x		