**Job title:** Shop Manager

**Reports to:** Retail Manager

**Based from:** Cheltenham shop,272-274 High Street, Cheltenham, Gloucestershire, GL50 3HQ

**Charity Profile:** We are Great Western Air Ambulance Charity, dedicated to providing air ambulance and critical care services across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire, South Gloucestershire and parts of Wiltshire. From volunteers to Specialist Paramedics, from senior Consultants to retail and fundraising staff, we are a team, working to save lives that would otherwise be lost. We seek to continually develop and adapt our activities to meet the needs of local communities, whilst impacting nationally and influencing global pre-hospital care. Our work is deeply satisfying and every member of the team is committed to this service, and to saving as many lives as we can.

**Job Summary:** The Shop Manager will work within the Retail Team to support GWAAC in generating income and awareness of our charity. The role will responsible for generating vital income and raising the profile of our work locally. You’ll be responsible for the day to day running of your shop, taking pride in increasing sales, generating income for the charity and attracting volunteers and donations.

**Hours of work:** 40 hours per week, across 5 days

**Duration:** Permanent

**Salary:** £23,175 FTE (£10.82 per hour), plus performance bonus

**Major Areas of Responsibility:**

* Lead on all aspects of the management and development of your shop
* Work with our other Shop Managers to ensure consistency across our shops, and offer each other mutual support and assistance where needed
* Provide leadership and manage the Assistant Manager, Shop Supervisor and a team of volunteers, following HR procedures and good practice
* Ensure high standards of customer service are provided to all donors, shoppers and supporters
* Maintain and enhance the shop’s professional appearance, in line with the GWAAC brand
* Optimise the sale of donated stock for maximum overall income
* Contribute to the collection and solicitation of stock for sale
* Work with the Volunteer Coordinator to recruit, train and retain dedicated and flexible volunteers
* Ensure the shop is open and operational to schedule
* Manage day to day complaints, keeping appropriate records and escalating where needed
* Be an active participant in the running of the shop, getting involved in all tasks where needed
* Manage recycling and refuse systems efficiently to maximize income and minimise waste
* Work with the Fundraising Team to promote all areas of charity income generation to shoppers
* Ensure that all financial controls and procedures are followed, including cash security
* Maintain high levels of competency in the operation of EPOS systems and provide induction, training, ongoing support and advice to retail staff and volunteers using the systems
* Supervise and audit Gift Aid declarations and sale of gift aid stock within policies and HMRC guidelines
* Be proactive in identifying potential areas of innovation and implementing new approaches where appropriate
* Be responsible for ensuring compliance with all aspects of Health and Safety legislation and risk management in the shop, including raising prompt maintenance requests where needed
* Report on operational and financial performance.
* Attend meetings and training as required
* Adhere to GWAAC’s Code of Conduct, internal policies and procedures and external standards relating to our industry and activities, and foster and promote GWAAC’s values and reputation

**Working relationships, contacts and expectations**

* As one of the more senior members of our team, provide leadership and support to your colleagues and model desired behaviours in line with our values.
* Plan, manage and monitor a workplan for your team that enables and encourages optimum performance, personal development and wellbeing of your team and other resources across the charity
* Work with the rest of the retail team, across GWAAC’s shops as required.
* Forge close working relationships within your team and with the Fundraising and Communications and Marketing and Finance and ICT Teams in particular, to make sure that our shops are integrated and support the charity’s overall activities.
* Work flexibly in accordance with the shop staffing rota, which will include some weekend working
* Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our ‘area’.
* Maintain an appropriate level of confidentiality, professionalism and discretion at all times.
* Comply with organisational policies, procedures and internal and external Codes of Conduct, regulations and laws.

This description does not attempt to describe all the activities of the post but illustrates the role with examples. It is therefore subject to alteration and development and will be reviewed with management as required.

**Person specification**

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|  | Essential | Desirable |
| Education  | Evidence of a good standard of general education, to include English and Maths | Qualifications in relevant field e.g. retail, customer service, health and safety |
| Previous experience  | Significant, demonstrable experience of managing and working in a retail shop | Experience of recruiting, retaining, developing and managing volunteer teams Experience of working in a charity shop Experience in scheduling collections, deliveries and planning logisticsExperience of fundraising, volunteering or working in a charity environmentExperience of building effective relationships with key stakeholders Experience managing buildings, their security and maintenance works |
| Skills, knowledge, ability | Good ICT and EPOS skillsSkills to ensure the shop reaches performance targets, both income and qualitativeExcellent customer service skillsKnowledge of one or more of the geographical areas that GWAAC covers | Familiarity with the area the shop is based in and the local retail environmentKnowledge of Gift Aid legislation and proceduresKnowledge of confidentiality, GDPR and data protection requirementsValid full UK driving licence |
| Aptitude and personal characteristics | Committed to the vision, values and work of Great Western Air Ambulance CharityCommitted to safeguarding, equality, diversity, sustainability and social responsibilityInternally driven with the ability and motivation to problem-solve and deliver high quality workExcellent interpersonal skills, with ability to develop strong relationships, internally and externallyAble to work collaboratively as part of an effective multidisciplinary teamAble to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear prioritiesHigh standards, commitment to meeting deadlines and excellent attention to detailExceptional organisational skills, flexibility and a can-do attitudeChampion of positive change, committed to professionalism and excellence | Use of own vehicle |