

JOB DESCRIPTION

JOB TITLE: Head of Retail (full-time 37 hours per week)

ACCOUNTABLE TO: Executive Director

LINE MANAGEMENT: Deputy Head of Retail, Retail Managers, Cover Managers, Maintenance Staff and Drivers.

Job Purpose

To provide strategic and commercial leadership to Age UK LS&R's retail function across a portfolio of 29 charity shops.

- Deliver and develop the charity's retail strategy, growing income and continuously developing the function so that it is commercially resilient, efficient and fit for the future.
- Lead, develop and motivate the retail team, ensuring all shops are presented to a high standard with excellent customer service, delivered at all times.
- Develop and manage the charity's online retail operation across multiple online platforms.
- Oversee income generation initiatives such as Gift Aid, the Scratch Card and the Grand Raffle.

Retail Strategy, Growth & Innovation

- Deliver, develop and continuously improve the charity's retail strategy, bringing a strategic and commercial mindset to the long-term development of the retail function.
- Develop and deliver a furniture retail strategy across the city, county and wider region, maximising income from the donation, reuse and sale of furniture.
- Identify, evaluate and develop opportunities for growth — including out-of-town and superstore-style locations as well as prominent high-street sites — producing evidenced business cases for new shops and retail formats.
- Further develop the charity's ecommerce operation across multiple online platforms (such as eBay and other online marketplaces), growing online income and reach.
- Proactively identify and address underperforming shops, putting clear improvement plans in place to protect and grow income.
- Drive efficiency across the retail function, identifying process improvements and making effective use of technology and artificial intelligence (AI) to support and streamline the work of staff and volunteers.

Duties & Responsibilities

- Oversee the management and development of Age UK LS&R's charity shops, including its Reuse Shop.
- Proactively recommend, design and deliver new initiatives to drive sales across the portfolio, such as pop-up shops and markets.
- Assist with setting realistic financial targets and objectives for each shop, monitoring the shops performance on a weekly basis.
- Be accountable for the appointment of all new staff, ensuring appropriate induction and essential training is completed.
- In partnership with Age UK LS&R's marketing department raise the profile of the charity's shops, ecommerce operation, goods on offer alongside Age UK LS&R's service and products.

- Manage and review the performance and progress of managers, setting objectives and targets and developing individual training plans, including on performance matters.
- Coach and develop direct reports, giving them the skills to manage their teams.
- Oversee other income generation activities within the shops, including Gift Aid, scratch cards and raffles.
- Have a full understanding of the work of Age UK LS&R and its planned developments so that these can be promoted across the network of charity shops.
- Have a full understanding of various retailing techniques, including online retail, and of any relevant legislation which affects charity shops.
- Ensure all charity shops are well maintained, with an ongoing programme of refurbishment and improvement.
- With assistance and guidance from the Health & Safety Officer, take responsibility for Health & Safety across all charity shops, ensuring a 100% completion rate of monthly H&S checklists.
- Oversee the management of transport operations to maintain sufficient stock across all shops and maximise income from recyclables.
- Work closely with the Volunteer Coordinator to ensure volunteer recruitment numbers are achieved.

Reporting, Communication & Relationships

- Deliver Bi-Monthly reports to the Executive Director and members of the Retail Subcommittee.
- Build and maintain strong working relationships across the wider organisation — and in particular with the Management Team — to help achieve the charity's strategic objectives.
- Ensure all HR procedures are adhered to.
- Develop good communication practices to actively engage all relevant staff in generating stock for the shops.
- Annually review and update the shops manual, ensuring it is adhered to by all retail staff.

Person Specification

Essential

- Proven sales leadership and the ability to motivate and inspire others.
- Commercial / business awareness and the ability to work to financial targets, budgeting and financial planning.
- Strong retail experience at a senior management level.
- To manage a medium to large sized shops portfolio, with the ability to drive sales generate income, and increase profit.
- Demonstrable experience of strategic and business planning, and of providing evidenced business cases to support growth.
- Experience of managing, leading and developing staff and volunteers.
- Excellent IT skills (Word, Excel, Outlook, EPOS systems) and excellent written and verbal communication.
- Excellent organisational and time management; able to prioritise, work to deadlines and remain calm under pressure.

- Experience of developing and delivering a retail strategy and growing a retail estate, including new formats such as out-of-town / superstore and prominent high-street sites.
- Experience of identifying and turning around underperforming shops and managing performance issues.
- Compassionate and empathetic towards others — leading with kindness as well as drive, and treating staff, volunteers and customers with respect.

Desirable

- Experience of opening and fitting out new shops.
- Experience of working in the not-for-profit sector.
- Understanding of furniture retail, reuse and the associated logistics.
- Experience of growing ecommerce income across more than one online platform.
- Awareness of how technology and AI can be used to drive efficiency, and a willingness to develop and use new technology to improve ways of working.

Benefits

- Competitive salary of £55,000 per annum.
- Company car (subject to benefit-in-kind tax).
- Enhanced health cash plan.
- Employee assistance and wellbeing programme.
- Employer pension contributions.
- Salary sacrifice pension scheme.
- Life insurance cover (if in the pension scheme).
- 25 days' holiday plus public and bank holidays and two discretionary days.
- Eligibility for a car park space at Lansdowne House and a business mileage allowance.
- The reward of contributing to a fantastic local charity supporting older people across Leicester, Leicestershire and Rutland.

Training and Development

- Undergo mandatory and departmental training and development as required, evaluating training undertaken and integrating it into your work programme.
- Develop and make effective use of new technology, including AI, to improve ways of working and find efficiencies across the retail function.

Health and Safety

- Adhere to Age UK Leicester Shire & Rutland's Health & Safety Policy and related policies mentioned therein.
- Where applicable, ensure activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

Working Practices / General

- As well as the Health & Safety policies and procedures above, adhere to and implement all other Age UK Leicester Shire & Rutland's policies and procedures, as well as the Personal Care Policies if relevant to your role.

Details of these and other Age UK Leicester Shire & Rutland policies can be found in F:\COMMUNAL FOLDER\POLICIES or on the Select HR self-service portal.

- Age UK Leicester Shire & Rutland is committed to its charitable aims and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. The organisation expects all its employees to partake, when possible, in events which support these charitable aims.
- The organisation expects all staff to have basic IT skills to enable them to use the systems within the organisation, and a willingness to embrace new technology, including artificial intelligence (AI), as it is introduced. Training will be provided to staff who require it.
- To undertake any other duties that may reasonably fall within the purview of the job.

This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.

Signed: _____ Date _____

Please print name: _____