

**AGE UK EAST SUSSEX JOB DESCRIPTION**

**JOB TITLE: Commercial Manager – 6 months cover**

**ACCOUNTABLE TO:** Chief Executive

**LOCATION:** Based at Age UK East Sussex Offices as agreed with travel to other Age UK East Sussex sites and a focus on Hastings

**HOURS OF WORK**: 35 hours, to include occasional weekend and evening work as required.

**CONTRACT:** Full time

**SALARY:** £42k-£47 depending on experience

**PURPOSE OF THE POST:**

To maximise income generation for the charity through leading our Commercial and Social Enterprise teams

**RESPONSIBLE FOR:**

* Overseeing our Commercial and Social Enterprise teams
* Developing our Social Enterprise and Commercial Business
* Achieving customer and operational excellence, quality and effective reporting

**LINE MANAGEMENT OF:**

* General Manager – Social Enterprise.
* Retail Area Manager
* Digital & Communications Coordinator.

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**PURPOSE OF THE POST**

1. To maximise income for the charity through supporting senior managers to develop profitable commercial and social enterprise services.
2. Working with the Retail Area Manager to ensure profitable and sustainable retailing and trading activity though Age UK East Sussex charity shops and furniture warehouse operations.
3. Working with the General Manager for Social Enterprise to develop The Isabel Blackman Centre with a focus on expanding income generation, commercially profitable businesses, and operational excellence.
4. Overseeing and delivering Business Development, Sales and Marketing for the charities commercial and income generation activities

**DUTIES AND RESPONSIBILITIES:**

**Retail and Trading:**

1. Provide line-management to the members of the Retail, Trading, Social Enterprise services and operations leadership team (and other staff as appropriate) in line with agreed policy and practice.
2. Ensure the retail teams’ maximise profit from the charity’s retail and trading operations through the generation and effective sales of donated and bought in goods.
3. Ensure operational standards, customer service and compliance are achieved in line with the Retail Operations Manual, Age UK Brand Partnership Agreement and all legal and statutory requirements.
4. Oversee reporting by the Retail Area Manager and review the retail results in line with the budget and monthly financial management report. Provide an overview report for the Finance Committee every 2 months.
5. Oversee the Retail Performance Scheme, managing mystery shop audits and working with the Retail Operations Manager to calculate quarterly bonus payments and communications for the retail team.
6. Ensure effective working and business relationships with Age UK’s retail and trading operation within East Sussex.

**Income Generation from Social Enterprise Services including Faraday House and the IBC.**

1. Working with the General Manager for Social Enterprise lead the development of social enterprise and income generation from Faraday House and the Isabel Blackman Centre.
2. Develop each service area so that they achieve budget and client outcomes (including office lets, conference hire, training room accommodation; café, gym, studio, events and hire services)
3. Maximise income generation through the use of both premises outside of core hours, in line with all legal and statutory requirements
4. Ensure excellent customer service and operational practice are achieved for all areas and that there is an on-going culture of excellence and active risk management. Monitor that quality and statutory standards and checks are being achieved.
5. Oversee reporting by the General Manager for Social Enterprise and review the Social Enterprise results in line with the budget and monthly financial management report. Provide an overview report for the Finance Committee every 2 months.

**Business Development:**

1. Lead effective business development to achieve the required numbers of customers / targets in line with Commercial budgets and agreed timescales
2. Working with the Digital Communications Coordinator maximise the effective use of social media and digital channels to achieve desired outcomes. Grow the supporter base / following for the charities different social enterprise and income generation activities.
3. Develop non digital marketing and promotional activities to achieve required outcomes
4. Oversee effective systems for capturing customer information and managing results to provide insight for improving and developing the business further.

**Other:**

1. To work within the policies and procedures adopted by Age UK East Sussex with particular attention to equal opportunities, confidentiality, safeguarding adults at risk and health and safety requirements.
2. To be prepared to alter agreed weekly working arrangements on occasions to be able to attend meetings and events and/or to cover other team members' sickness or annual leave.
3. Ensure inclusivity and equality in service design, delivery and evaluation within the context of Age UK East Sussex’s equal opportunities, equalities and diversity policies.
4. To understand and act within our quality frameworks (currently ISO9001 and Age UK OQS).

1. To ensure that template (standard) documents for the service are developed, stored and reviewed in accordance with the template document procedures.
2. To undertake other tasks and duties as may be reasonably required by your Line Manager.
3. To cross promote all AUKES services, products and commercial activities.

**Training:**

1. To complete relevant training as agreed with your Manager.
2. To be committed to your professional development.

**Person Specification**

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| --- | --- | --- | --- |
| Attribute | Quality | Essential/Desirable | Assessed |
| Education/  Qualification | * Relevant Managerial Qualifications (e.g. CMI, ILM) * Minimum degree level qualification or equivalent | D  E | Application  Application |
|  | * Experience of managing retail and working in a retail environment. * Excellent knowledge and experience in developing and implementing business plans to achieve profit-maximisation. * Demonstrable track record of successfully leading and managing a team to maximise performance and potential in achieving objectives. * Demonstrable experience of working at a senior management level including managing across a range of functions/disciplines. * Experience in successfully managing change within an organisation. | E  E  E  D  E | Application  Application  Application  Application  Application |
| Knowledge | * Demonstrable track record of commercial success. * Knowledge of selling services and products. * Knowledge of Social Enterprise. * Experience of working in a retail environment. * An understanding and experience of delivering services in an outcomes-focused and person-centred environment. | E  E  D  E  D | Application  Application  Application  Application  Application |
| Skills and Abilities | * Excellent financial planning and business development skills. * An ability to think and operate effectively and efficiently at both a strategic and operational level. * Excellent inter-personal and communication skills. * Ability to lead, inspire and motivate others to meet organisational objectives. * Excellent self-management skills, motivation, initiative, creativity and flexibility in a rapidly changing environment. * Proven ability to work on own initiative, to manage own workload, prioritise and work to deadlines. * Excellent ICT and administrative skills. | E  E  E  E  E  E  E | Application  Application  Application  Application  Application  Application  Application |
| Other | * Understanding of the implications of working within a charity and a voluntary organisation * Commitment and understanding of equal opportunities. * Full driving license. * Willingness and ability to work and travel throughout East Sussex. * Willingness and ability to work unsocial hours on occasion. * Willingness and ability to respond to emergency situations out of hours on call as required. * Empathy with older people. | E  E  E  E  E  E  E | Application  Application  Application  Application  Application  Application  Application |

I confirm that I have received and read the above Job Description and Person Specification

As an employee of the charity, I understand the duties and responsibilities assigned to me. Furthermore, I understand that these are intended as guidelines and may change over time, as necessary. From time to time, I understand I may be asked to perform duties and undertake responsibilities that are not specifically set out in my job description but are suitable for my role and level.

Employee Name..............................................................................................................

Signature............................................................................................................................

Date...............................................................................................................................

Date Created: July 2020

Date Reviewed: