

JOB DESCRIPTION

Job Title:	Head of Retail, Marketing and Income
Reporting to:	Chief Executive Officer
Grade:	£45,000 - £50,000 per annum FTE
Place of work:	Waterside House, Irthlingborough /Venton Centre Northampton/hybrid work pattern
Hours of work:	28-37 hours per week (Flexible working pattern to meet business needs)
Purpose of the role:	<p>The Head of Retail, Marketing and Income has clear organisational accountability for Age UK Northamptonshire's income generation strategy and its effective delivery across all income streams.</p> <p>The postholder will provide strategic and financial leadership across retail, fundraising and marketing, ensuring sustainable growth in voluntary and traded income, strong financial oversight, and effective performance management. The role is responsible for developing and leading a coherent, organisation wide income strategy, translating this into delivery plans, forecasts and targets, and ensuring progress is actively monitored and adjusted.</p> <p>As a member of the Senior Leadership Team, the role will lead and develop a cross functional income, retail and marketing team, build organisational income capability, and support growth and expansion through new income opportunities and robust business cases.</p>
Qualifications/experience required	Relevant professional qualification or equivalent senior-level experience in fundraising, retail, income generation or marketing.
Main tasks and responsibilities:	<ol style="list-style-type: none"> 1. Organisation wide Income Strategy and Accountability Hold clear accountability for the development, ownership and delivery of Age UK Northamptonshire's income generation strategy, ensuring it supports the organisation's mission, financial sustainability and strategic objectives. Translate strategic priorities into clear annual plans with defined targets, milestones, accountability and measurable outcomes. 2. Income Streams and Performance Management Provide leadership and oversight across multiple income streams, including retail, fundraising and marketing. Ensure strong performance management arrangements are in place, with clear income targets, KPIs and performance expectations across all areas of responsibility.

3. Financial Oversight, Forecasting and Insight

Maintain robust financial oversight of income activity, including forecasting, budgeting and monitoring performance against targets. Work closely with finance colleagues to ensure income forecasts are accurate, risks are identified early and underperformance is addressed through timely corrective action.

4. Growth, Development and Expansion

Lead the identification and development of new income opportunities, including growth of existing activity, new initiatives and partnerships. Support the development of clear, evidence based business cases for investment, expansion and innovation, ensuring proposals are realistic, sustainable and appropriately resourced.

5. Leadership and Team Development

Provide strong, visible leadership to a cross functional team spanning retail, fundraising and marketing. Set clear objectives, role clarity and expectations; support development of managers and teams; and build a culture of accountability, collaboration and continuous improvement.

6. Retail Performance and Commercial Growth

Lead and strengthen Age UK Northamptonshire's established retail operation, ensuring strong commercial performance, effective oversight and continuous improvement. Explore and develop opportunities to grow the retail footprint where this supports organisational sustainability and mission.

7. Marketing, Brand and Supporter Engagement

Oversee marketing and communications activity to ensure a clear, joined up approach to income generation, supporter engagement and brand positioning. Ensure effective use of insight and data to strengthen campaigns, supporter experience and income outcomes.

8. Governance, Assurance and External Leadership

Act as a senior organisational leader and member of the Senior Leadership Team, providing assurance to the CEO and Trustees on income performance, risks and opportunities. Build strong relationships with trustees, partners and external stakeholders, representing Age UK Northamptonshire with credibility and professionalism.

The tasks and responsibilities shown above are not exhaustive and should be regarded only as a guide. The post holder will be expected to undertake any reasonable activities according to the needs of the service at the time. These will be subject to periodic review and may be amended to meet the changing needs of the service. The post holder will be expected to participate in this process, and Age UK Northamptonshire would aim to reach agreement as regards any changes.

PERSON SPECIFICATION

Head of Retail, Marketing and Income	Essential	Desirable
Qualifications/Training		
Good general standard of education	✓	
Experience		
Relevant professional qualification or equivalent senior-level experience in fundraising, income generation, marketing or a related discipline	✓	
Proven experience of developing and delivering income generation strategies		✓
Experience of managing multiple income streams and performance against targets		✓
Experience of leading, managing and developing managers and large teams		✓
Experience of operating at both strategic and operational levels	✓	
Experience of working with senior leadership teams and trustees		✓
Experience of retail trading operations		✓
Experience within the charity, voluntary or social enterprise sector		✓
Skills, Knowledge & Abilities		
Experience of setting, monitoring and delivering against income targets	✓	
Demonstrable experience of strong people leadership skills	✓	
Experience of using data and insight to drive improvement	✓	
Excellent communication and influencing skills	✓	
Ability to build strong stakeholder relationships	✓	
Ability to lead teams through change	✓	
Other		
Values-led approach aligned with Age UK Northamptonshire's mission	✓	
Collaborative, inclusive and professional leadership style	✓	
Resilient and delivery focused	✓	
Willingness to work flexibly to meet organisational needs	✓	