

Job Title: Charity Shop Manager, Ross-on-Wye

Main Role Purpose

Our Ross-on-Wye shop plays a key role in generating income to support the aims of Herefordshire Wildlife Trust. This new location also offers a 'hub' opportunity with a primary focus on fundraising and increasing awareness of Herefordshire Wildlife Trust in South Herefordshire

- Oversee daily operations of Ross-on-Wye Charity Shop, maximising income over expenditure and driving income. Identifying alternative income streams through platforms such as eBay and Vinted as well as working with the Retail and Visitor Services Manager/other commercial staff to make use of meeting room space for workshop/event opportunities
- Support and manage a team of volunteers, and sessional staff as required, to deliver excellent customer service both in store and via online donation sales
- Provide professional and attractive stocking and visual merchandising of the shop
- Promote the work of the Trust to volunteers, donors and customers alike

Term: Perm/Full-time 5 days a week (37 hours), weekend availability is essential as the Ross-on-Wye shop will be open Mon-Sun, 7 days a week

Reports to: Retail and Visitor Services Manager

Location: Ross-on-Wye, Herefordshire Wildlife Trust Charity Shop with flexibility to work at other shop locations if required

Management Responsibility: Volunteers, and sessional staff where required

Liaison with: Retail and Visitor Services Manager, all other Herefordshire Wildlife Trust Staff, Volunteers, General Public

Main Responsibilities

Store Operations

- **Customer Service:** champion a welcoming environment with excellent customer service that builds loyalty from customers, donors and volunteers
- **Staff Recruitment & Training:** with support from the Retail & Visitor Services Manager cover any necessary recruitment, training, direction, supervision, motivation and support of sessional team members. Use in line with labour budgets
- **Volunteer Management:** cover all recruitment, training, direction, supervision, motivation and support of volunteers. Including organising monthly rotas to ensure full shop coverage to maintain core trading hours performance
- **Operations:** responsible for the selection, rotation, pricing & merchandising of all donated goods and the stock control of new goods to maximise income from sales
- **Operations:** ensure that stock is merchandised to its full potential, both on the shop floor and in the shop windows, upholding the Trust brand and shop standards
- **Customer Service:** actively encourage the public to donate saleable goods and where applicable sign up as Gift Aid donors, building loyalty and encouraging repeat donations, as well as adhering to data protection standards. Support and encourage shop volunteers to actively promote membership of the Trust via sign up cards to donors, customers and volunteers
- **Business Goals:** achieve shop sales budgets
- **Sustainability:** ensure sustainable and eco-friendly practices are followed wherever possible, including ways to retain donations such as upcycling for sale rather than sending away. Where necessary, processing items donated for recycling appropriately to maintain extra income
- **Health & Safety:** responsible for Health and Safety, building security and cleanliness, including ensuring the regular disposal of waste and the reporting of any building and equipment faults
- **Communications:** ensure shop signage is up-to-date and aligned with the Trust's branding and messaging. Support and encourage volunteer engagement through newsletters, activities etc

Financial & Other Admin

- **Financial:** responsible for monitoring daily sales and reporting key performance information weekly to support team in driving income
- **Financial:** responsible for maintaining correct daily income recording procedures, safeguarding and weekly banking of cash income and storing receipts
- **Online Sales:** ensure timely processing of online eBay & Vinted etc shop sales, supporting volunteer team with training and appropriate equipment to drive income
- **Admin:** update CRM with new volunteers, contacts and Gift Aid registrations

- **Gift Aid Admin:** complete all administration relating to Gift Aid claims to HMRC
- **Gift Aid:** achieve gift aid income targets
- **Alternative Income Opportunities:** support the Retail & Visitor Services Manager and other commercial staff in creation, launch and driving of events or workshops in the shop meeting room. Ensure room is well kept and accessible

Other duties

- Undertake Health and Safety duties commensurate with the post and as detailed in the Trust's Health and Safety policy;
- Comply with all other organisational policies and relevant legislation e.g. Equal Opportunities – it being the responsibility of the post holder to make themselves aware of such items
- Take advantage of formal and informal opportunities for personal and professional development, participate in appropriate training activities in consultation with your line manager
- Act as an ambassador for Herefordshire Wildlife Trust, constructing and maintaining positive relationships with volunteers, visitors and other organisations
- Actively encourage those you with whom you come into professional contact to become members of HWT (all staff are regarded as membership recruiters)
- Undertake any other work that might be deemed necessary by HWT commensurate with the level of responsibility of this post. Work with the broader HWT team on any other activities that match your skills and abilities as agreed with your line-manager

Person Specification

Qualifications

GCSE Maths and English/NVQ Level or equivalent

Essential Knowledge and Experience

- Experience of managing in a customer focused retail or service environment, with a strong operational understanding of leading, supporting and motivating staff and/or volunteers
- Experience of delivering high standards of customer service

Essential Skills

- Ability to motivate, manage and support staff and volunteers
- The ability to communicate effectively
- Good IT literacy and numeracy skills including use of Microsoft Word, Excel, Outlook emails, POS systems, internet searches and CRM systems
- Strong attention to detail
- Ability to create an effective and attractive shop layout, with excellent visual merchandising and brand standards
- Strong organisational skills with the ability to prioritise workload effectively
- Good problem solving and ability to use initiative
- Ability to work on your own and as part of a team

Other Essential

- Valid full driving license with business insurance
- DBS enhanced check
- Willingness to work at weekends and outside of 'office hours'

Desirable Knowledge

- Knowledge and creative experience of using social media in a professional role
- Knowledge of second-hand goods, e.g. vintage fashion, collectable books, physical media and specialist homewares
- Knowledge of sustainable and eco-friendly products

Personal Attributes

- A positive and proactive approach to achieving sales and service objectives
- A friendly and approachable manner
- Well organised – with the ability to handle multiple tasks simultaneously
- Self-disciplined, self-motivated and able to work as part of a team
- Result focused to achieve targets, through creative or strategic planning

Working Conditions

This role is based at our Ross-on-Wye Charity Shop. The post-holder must be able to travel reliably to the shop for their scheduled working hours, including weekends and work outside of normal office hours where required.

Commitment to Diversity and Inclusion

We are committed to creating an inclusive workplace where everyone feels valued and respected. We actively encourage applications from individuals who are underrepresented in the conservation sector, including, but not limited to, people from minority ethnic backgrounds, women, LGBTQ+ individuals, people with disabilities, and those from socio-economically disadvantaged groups. If you require any reasonable adjustments during the recruitment process, please let us know. We use a blind shortlisting process which means that personal details such as name, age, gender, and other identifying information are removed from applications before they are reviewed. Our focus is on your skills, experience, and potential to succeed in the role.

We are a Disability Confident Committed employer and welcome applications from disabled people and guarantee an interview to disabled applicants who meet the essential criteria. We will provide reasonable adjustments throughout the recruitment process and in the workplace. If you require adjustments, please let us know

