



**York, Harrogate &
District Branch**

Registered Charity No. 232222

Charity Shop Manager Recruitment Pack



Charity Shop Manager

The RSPCA York Harrogate & District Branch:

The RSPCA in York, Harrogate and District is a separately registered charity although we are supported by and work in partnership with the RSPCA National Society. We are primarily self-funding and the money we spend in York is raised in York and Harrogate and surrounding areas. The RSPCA has been helping animals and their owners in York since 1864.

The York Animal Home looks after 30 dogs, 24 cats as well as many small furries and birds, at any one time. Many of our animals are brought to us via national RSPCA inspectors who have rescued them from dangerous and abusive situations. We rehabilitate and rehome around 500 animals each year. We also operate a small wildlife unit houses hedgehogs and feral birds which are released back to the wild when they have been brought back to health.

Maintenance of the 9 buildings, staffing costs, supporting our volunteers, veterinary bills and most importantly caring for, rehabilitating and rehoming our animals' costs around £500,000 a year.

Purpose:

Over the last 18 months the organisation has gone through a significant period of change as we try to reduce our expenditure and increase our income to ensure the branch is sustainable for the future. Our retail work should be one of the key elements of our income strategy but has struggled to bring in the expected levels of income. We want to make our charity shops the backbone of the charity and provide regular sustainable income, which can be relied upon as move forward.

The branch currently operates four charity shops (Acomb, York City Centre, Malton and Selby). Despite being established for many years our retail work has struggled to generate a significant surplus, with some stores failing to break-even. We need to improve our retail offering and ensure it's contributing to the work of the charity both financially and as a window into the Animal Home.

The Retail Manager will be responsible for increasing income and managing controllable costs. Working hard to ensure their store is hitting their sales targets and maximising their potential. We're looking for an individual who isn't afraid to get stuck in, who can help us modernise our retail offering and deliver a consistent high-quality experience for our customers.

Salary: £12.85/ hr

Hours of Work: Part time, 30 hours per week 9-5 with half an hour unpaid lunch break. The post will involve working four days out of seven and will include weekend work.

Place of Work: You will have a permanent shop location in York city centre with the possibility of covering at any of the branch's shop locations.

- York Shop - 5b Goodramgate, York, YO1 7LJ
- Acomb Shop - 43 York Rd, Acomb, York YO24 4LN
- Selby Shop - 3 New Ln, Selby YO8 4QB
- Malton Shop – 10 Saville Street, Malton, YO17 7LL

Duration of Post: Permanent, subject to a satisfactory 12 month probation period and achieving agreed income targets.

Reporting to: Branch Retail Manager

Retail Duties:

- To achieve agreed targets and profits by maximising sales and managing controllable costs
- To ensure that a high standard of service to customers is maintained at all times
- To plan and promote internal and external sales promotions as directed and to raise the profile of the RSPCA Branch within the local high street and community
- To ensure all available selling space is used effectively to optimise sales
- To maintain a high standard of presentation, both in windows areas and to the interior of the shop
- To achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the shop premises
- To actively encourage the public to donate saleable stock
- To manage (where applicable) and in conjunction with the Branch Retail Manager, a van collection service in order to provide stock to support the turnover of the shop
- To ensure there is a constant and adequate flow of stock from stockroom to the shop floor
- To ensure gift aid is being monitored and all customers are being asked to sign up to the gift aid scheme
- To comply with GDPR by keeping customers' personal details locked away and destroyed as necessary
- To ensure that stock densities are maximised on the shop floor, at all times

- To select & price stock in accordance with the local market forces
- To rotate stock on a regular basis so that no items of stock remain on the shop floor for longer than necessary
- To manage waste effectively through organising waste collections and tip runs ensuring high standards of health and safety in the shop at all times
- To actively recruit and train volunteers enabling them to perform their tasks efficiently and effectively
- To provide training and support for paid staff enabling them to perform their jobs efficiently and effectively
- To organise weekly staff/volunteer rotas to ensure that all elements of the shop run effectively
- To ensure that all staff/volunteers comply with Branch policies
- Complete annual appraisals including the setting of targets for shop staff within the agreed timescales
- To effectively communicate with staff and volunteers to ensure they are fully aware of the Branch vision and values and positively promote the work of the Branch
- To ensure all relevant administration is completed promptly and in line with Branch policies
- To ensure all financial, cash handling and security procedures are adhered to as per Branch policies reporting discrepancies to the Branch Retail Manager
- To hold the shop keys where necessary ensuring that the shop is secure whenever it is left unattended
- To notify the Branch Retail Manager in the event of suspected theft or dishonesty by any member of staff or volunteer
- Ensure trading hours are strictly adhered and set according to the local market
- Ensure that appropriate HR policies and procedures are adhered to in compliance with the relevant employment legislation and branch employment policies and procedures seeking guidance from the Branch Retail Manager
- Build and develop positive internal and external relationships to ensure maximum income for the charity
- Promote the shop in the local area using all available promotional opportunities (subject to any Branch rules for communication with the media)
- Ensure compliance with the branch's health and safety policy (including fire safety, risk assessments and security procedures) and relevant legislation
- To attend management meetings and training courses as requested
- To carry out such other reasonable tasks as directed by the Branch Retail Manager.

Donation/Stock Duties:

- Manage the Retail Driver and ensure the efficient pick-up and delivery of all donated and sold stock between the shops
- Recruit and train a team of volunteers to support the stock donation activity of the branch, including volunteer drivers and stock sorters.
- Ensure stock is distributed between the shops in a manner that maximises the best return. Encourage and manage the rotation of stock between the retail units
- Organise successful methods of attracting stock, including advertising on social media
- Organise and promote seasonal donation campaigns to attract stock at key times.

Volunteering Duties:

- To identify volunteering opportunities and recruit new retail volunteers, as required.
- Support and motivate existing volunteers to assist with retail activities across our shops. Providing any necessary support and training.
- Ensure regular and effective communication takes place with volunteers
- Keeping clear records of volunteers personal information and any training which they have undertaken.

General Duties:

- To promote a positive image of the Branch by maintaining a high level of customer services at all times.
- Ensure compliance with RSPCA standards & policies, relevant legislation and best practice, in all aspects of the role.
- Foster the highest standards of performance, discipline, honesty and integrity from the branch retail team of staff & volunteers.
- Contribute to the development of appropriate policies and procedures for retail.
- Work with the branch fundraiser to promote fundraising opportunities in store.
- Work with the animal home to promote animal adoption opportunities in stores.
- To carry out any other duties, as required, commensurate with the level of the post.

Person Specification

Retail Manager

	Essential	Desirable
Knowledge & Experience	<ul style="list-style-type: none"> • Retail management experience • Experience of handling difficult people management issues • Experience of cash handling and financial management procedures (including completion of sales records) • Training, coaching and mentoring skills • Interpreting financial data to benefit the shop • Inputting financial data for weekly sales records • Strong organisational skills and the ability to make positive changes 	<ul style="list-style-type: none"> • Experience of working for a charity. • Previous successful sales experience • Experience of recruiting and managing volunteers • Experience of managing a gift aid system for donated goods
Education & Qualifications	<ul style="list-style-type: none"> • Good standard of education/literacy/numeracy including Maths and English GCSE's of equivalent. 	<ul style="list-style-type: none"> • Retail management qualification • A relevant Undergraduate Degree
Personal Attributes/Key Skills	<ul style="list-style-type: none"> • Willingness to work flexibly and able to travel across the York, Harrogate & District Branch area. • Commitment to the RSPCA York, Harrogate & District Branch's values and behaviours that underpin these • Ability to work as part of team • Ability to remain calm and professional during difficult situations • Personal drive and resilience • Enthusiastic and self-motivated to achieve beyond targets • The ability to multitask and prioritise • Excellent communication skills both written and verbal • Proactive and collaborative approach 	<ul style="list-style-type: none"> • Results focused and a drive to succeed • Ability to communicate effectively with individuals of varying levels of seniority to gain support, build and maintain relationships • Ability to use social media as a communication and engagement tool • Willingness to undertake training and development

	<ul style="list-style-type: none"> Have a flexible approach to the ways in which we work, to maximise service delivery 	
Other	<ul style="list-style-type: none"> An understanding of, and passion for the work of the RSPCA York, Harrogate & District branch Willing and able to travel around the Branch area and work at other charity shops if required 	<ul style="list-style-type: none"> An understanding of, and passion for the work of the National RSPCA