

JOB DESCRIPTION



Title of post:	Shop Manager
Hours:	Full time (36.25 hours per week)
Contract:	Permanent
Salary:	£26,352.30 (£13.98 per hour)
Location:	Cerebral Palsy Cymru Charity Shop in Whitchurch, Cardiff
Line Manager:	Retail Operations Manager
Summary:	To be responsible for the successful running of one of Cerebral Palsy Cymru's charity shops, maximising income, supporting volunteers and staff, and ensuring the shop positively represents the charity within the local community.

Job Outline:

This role for a Shop Manager is suited to someone with strong retail experience, ideally within charity retail. You will be responsible for the day-to-day running and performance of one of our charity shops, leading on sales, stock management, merchandising, Gift Aid, volunteer engagement, customer service and all other aspects of shop operations.

The Shop Manager will play an important role in supporting Cerebral Palsy Cymru's retail strategy by helping to generate sustainable income, maintain high shop standards, build strong community links and create a welcoming environment for customers, donors, volunteers and supporters. You will be expected to use sales information, Gift Aid performance, stock levels and local knowledge to identify opportunities for improvement and growth.

You will need to be confident in leading and supporting staff and volunteers, able to provide excellent customer service, and committed to ensuring that every customer, donor and supporter has a positive experience of Cerebral Palsy Cymru. All income raised by our charity shops helps fund the vital specialist therapy and family support provided by our charity to children and families living with cerebral palsy.

Duties and responsibilities:

Shop management

- To maximise shop sales while delivering a high standard of customer service and supporter care.
- To maximise Gift Aid revenue in order to achieve or exceed agreed targets, ensuring staff and volunteers understand the importance of Gift

- Aid to the charity.
- To manage merchandising, displays, promotions and local marketing activity to ensure the shop is attractive, competitive and reflective of Cerebral Palsy Cymru's brand and values.
- To manage stock room systems to ensure effective quality control, stock density, stock rotation and efficient stock flow from donation to sale.
- To use EPOS data, sales trends, Gift Aid performance and local knowledge to identify opportunities to improve shop performance.
- To process shop administration efficiently, accurately and in line with organisational procedures.
- To take responsibility for the shop's appearance to ensure a high standard of visual merchandising, cleanliness, tidiness and accessibility.
- To support the delivery of shop-level action plans, stretch targets and operational improvements agreed with the Retail Operations Manager and Head of Retail.

People and leadership

- To maintain and develop good channels of communication with colleagues in Cerebral Palsy Cymru's retail team, as well as with local communities, donors, volunteers and organisations.
- To create a positive, inclusive and values-led shop culture where staff and volunteers feel supported, listened to, valued and clear about how their contribution supports the charity's wider mission.
- To ensure the security of cash, stock, staff, volunteers, customers and premises, and to adhere to the charity's cash handling and security procedures.
- To recruit, welcome, train, support and retain volunteers, ensuring they have a positive and meaningful experience within the shop.
- To train, supervise and manage Deputy shop staff and volunteers in all aspects of working in the shop, including customer service, Gift Aid, stock processing, merchandising, till use, health and safety, and charity awareness.
- To support volunteer stewardship, recognition and engagement activity, helping to build a committed and reliable volunteer team.
- To maintain an awareness of developments in the charity shop sector and share ideas that may improve shop performance, customer experience, volunteer engagement or stock generation.
- To complete all administrative tasks as required by the Retail Operations

Manager and Head of Retail.

- To provide cover for other Shop Managers in the Cardiff and South Wales area as required by the Retail Operations Manager.

Health and Safety

- To ensure the efficient and safe management of the shop by following all health and safety guidance, risk assessments and procedures.
- To follow all appropriate hygiene guidance to keep the shop a safe place for staff, volunteers, customers and donors.
- To follow all housekeeping guidance to keep the shop a tidy, safe and pleasant place for staff, volunteers and customers.
- To ensure donations, stock, equipment and manual handling tasks are managed safely and in line with organisational guidance.
- To liaise with the Retail Operations Manager about security, repairs, maintenance and any premises-related concerns.

Other

- Responsible for coordinating Whitchurch shop rota and managing Deputy annual leave requests to ensure efficient staffing coverage and compliance with organisational policies.
- Responsible for overseeing stock rotation to ensure effective inventory management, strong shop standards and appropriate stock movement across the estate.
- To support the training and induction of new managers, staff and volunteers in line with Cerebral Palsy Cymru's policies, procedures and values.
- To participate in team meetings and engage with the wider staff team when appropriate.
- To positively promote Cerebral Palsy Cymru's work and impact to customers, donors, volunteers and supporters.
- To maintain confidentiality at all times and adhere to Cerebral Palsy Cymru's confidentiality policy.
- To follow and remain up to date with charity policies and procedures.
- To support a culture of learning, openness, continuous improvement and collaboration across the retail team.
- To carry out any other reasonable tasks as may be required.
- To maintain awareness of the work of Cerebral Palsy Cymru and

understand how retail income supports the charity's mission.

You may also be asked to provide holiday cover or sickness cover at times to be agreed. This will be paid at your hourly rate.

This role is based in Cerebral Palsy Cymru's charity shop in Whitchurch. You may also be required to work in our other charity shops.

Person Specification: Shop Manager

The post holder must have the following experience, skills and knowledge:

Experience

- Extensive experience of retail management, with charity retail experience desirable.
- Staff management and volunteer management experience.
- Experience of working to budgets, targets and performance indicators.
- Experience of sales generation, merchandising, stock control and customer service.
- Experience of using sales information or EPOS data to support decision-making and improve performance.

Skills, abilities and knowledge

- Dynamic and positive approach to sales generation and income growth.
- Excellent customer service skills, with the ability to create a welcoming and positive experience for customers, donors, volunteers and supporters.
- Able to prioritise and problem solve effectively in a busy retail environment.
- Able to take initiative, be innovative and act responsibly while complying with the charity's guidelines, policies and procedures.
- Able to manage relationships with staff, volunteers, customers, donors and wider stakeholders in a professional and positive way.
- Strong team working skills and ability to adapt to varying environments.
- Able and willing to undertake all aspects of stock management, including sorting, lifting, pricing, rotation and shop floor replenishment.
- Knowledge of best practice in working with volunteers, including recruitment, induction, training, support and recognition.
- IT literate using Word, Excel, EPOS till software and other relevant systems.
- Able to understand and communicate the purpose and impact of Cerebral Palsy Cymru's work.

Qualities

- Self-motivated; able to work with the minimum of supervision.
- A can-do attitude; positive team player.
- Empathy with and commitment to Cerebral Palsy Cymru's values, purpose and environment.
- Committed to creating an inclusive, respectful and supportive environment for staff, volunteers, customers and donors.
- Open to learning, feedback and continuous improvement.

- Commercially aware, while remaining people-centred and values-led.

Other requirements

- Desirable - Full clean driving licence and use of own vehicle - post holder may be expected to drive between charity premises for work purposes.

Due to the varied nature of this role a flexible and adaptable approach is essential.

Please note that this role is physical and will involve a level of manual handling in moving donations and stock.

Benefits:

- 28 days holiday, plus bank holidays FTE (increasing to 30 days holiday, upon completion of 5 years of service, and 34 days holiday after 10 years of service)
- Company sick pay
- Company pension scheme
- Training and personal development opportunities
- A collaborative, supportive work culture
- Wellbeing & mental health support
- Access to an Employee Assistance Program
- The satisfaction of knowing your work supports children and families across Wales