

Job Description



Shop Manager

Responsible to: **Area Manager**

Description of Role

The Shop Manager is responsible for: Effective management of the day to day running of the shop, with the aim of achieving optimum profit by maximizing sales and controlling shop costs.

He/She will do this by: Managing all aspects of running the shop including activities to drive sales performance, deliver expected shop standards, drive stock generation, effectively lead staff and volunteers, manage administration, security and health + safety activities in line with procedures.

Specific Responsibilities

1. Sales

- 1.1 To achieve profit targets by maximizing sales and minimizing costs
- 1.2 To ensure the high standard of service to customers that is expected by Sense, is maintained at all times
- 1.3 To actively support any promotions as directed by Head Office or your Area Manager



- 1.4 To implement any promotion in the shop as directed by Head Office or your Area Manager

2. Shop Appearance

- 2.1 To maintain a high standard of presentation, both in the windows and the interior of the shop
- 2.2 To ensure the sales floor layout is as per the current guidelines in conjunction with your Area Manager
- 2.3 To achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the shop premises

3. Stock

- 3.1 To actively encourage the public to donate saleable stock. To engage with the local community with the support of the Donated team to source new stock generation opportunities.
- 3.2 To ensure the shop density is kept full by ensuring there is adequate stock available at all times
- 3.3 To arrange, in conjunction with your Area Manager, a van collection service that supports the turnover of the shop using the current guidelines.
- 3.4 To price stock at a consistent level in accordance with Sense price guides
- 3.5 To rotate stock on a daily basis so that no garment remains on the shop floor for any longer than the agreed time limits.
- 3.6 To comply with all instructions regarding the sale and auditing of new goods

4. Staff and Volunteers

- 4.1 To actively recruit voluntary staff and provide training so they are able to perform their jobs efficiently and effectively
- 4.2 To provide training and development for paid staff to enable them to perform their jobs efficiently and effectively.



- 4.3 To keep the shop adequately staffed at all times in order to maintain the level of service expected by Sense
- 4.4 To create a happy working environment for staff and volunteers which aids the delivery of a strong customer experience including high levels of service and interaction
- 4.5 To inform the shop team of business communications, promotions and information relating to Sense
- 4.6 To ensure that all Sense policies are adhered to by all staff

5. Administration and Security

- 5.1 To ensure all relevant administration is completed on time and according to the Sense Operations Manual
- 5.2 To ensure all financial, cash handling and security procedures are adhered to as per the Operational Manager's Manual
- 5.3 To hold the keys of the shop, inform the police of key holder's names and ensure that the shop premises are secure whenever they are left unattended
- 5.4 To notify the local police, your Area Manager and Head Office in the event of a break in, shop lifting or security incident
- 5.5 To notify your Area Manager in the event of suspected theft or dishonesty by any member of staff
- 5.6 To ensure all staff and volunteers lock all purses and valuables in a locker



6. Health and Safety

- 6.1 To provide a safe environment that protects all staff, volunteers and the public
- 6.2 To comply with all Health and Safety regulations as per Sense's Health and Safety Policy
- 6.3 To report any maintenance or health and safety issue in the shop to the Area Manager

7. Public Engagement

- 7.1 To actively engage the local community and promote Sense on "Who We Are and What We Do"
- 7.2 To carry out activities which promote stock generation, volunteering and fundraising with the local community to achieve delivery of any set targets

8. Operations

- 8.1 To support the area team as required and provide shop cover within the area to meet the needs of the charity as requested by the area manager
- 8.2 Any other duties as appropriate



Person Specification

Shop Manager

The essential criteria are those things which you must have in order to do the job. Desirable criteria are those qualities that would be either useful, or an advantage to have and/or are things that you could be trained to do.

Education and Training	
Essential Criteria	Desirable Criteria
Educated to an acceptable standard	NVQ in Retailing

Achievements, Experience, Skills & Abilities	
Essential Criteria	Desirable Criteria
Experience of working effectively on own initiative and in a team environment	Experience of working in a retail environment
Experience of dealing with customers and providing excellent customer care	Experience of conducting performance development reviews
Experience of recruiting, managing and motivating a team	Knowledge of selling and merchandising
Ability to work independently and as part of a team	
Proven organisational and prioritizing skills	
Numerate with the ability to calculate figures and competently undertake administration	
Possess an interest/awareness in fashion trends	
Calm under pressure	
Honest, trustworthy and reliable	
Ability to communicate well with the general public	



Ability to motivate self and others	
Ability to deal with confidential information in an appropriate manner	
To ensure that a respectful and professional image is maintained in keeping with the public's and employees' expectations	
Must be willing to work on Saturdays, some Sundays and Bank Holidays as required	
Must be willing to undertake relevant training and attend meetings as required	
Must be prepared to work in other shops occasionally if requested	
Must be able to lift heavy and/or bulky items	