



## JOB DESCRIPTION

<b>Job Title</b>	Deputy Retail Manager
<b>Reports to</b>	Retail Regional Manager
<b>Salary spine point</b>	6

### Job Role

The Deputy Retail Manager works across multiple stores within the cluster, providing support and assistance to the Retail Manager.

A critical role in ensuring the stores within the cluster area are open and trading as required, the Deputy Retail Manager will be required to manage individual stores in the absence of the Retail Manager.

Working closely with the Retail Managers within the cluster to ensure effective day to day operations of the retail trading business with the aim of generating the maximum income for the benefit of the charity.

To ensure an exceptional customer experience is provided, the Deputy Retail Manager supports the Retail Manager in ensuring high standards of merchandising are adhered to and all store team members are provided with coaching and support to deliver great customer service.

Recognising the vital contribution our volunteers make to Cornwall Hospice Care, the Deputy Retail Manager will assist in the attraction, retention and development of the volunteer workforce. In partnership with the Retail Manager, the Deputy Retail Manager will assist in identifying the unique skills, experience and knowledge of the volunteer workforce, to contribute to high level volunteer engagement and satisfaction.

Other relevant information:

- This is a field based role and you must have access to a vehicle at all times.
- The hours of work will be carried out at any one of a designated cluster of stores.
- This role benefits from an Essential Car User Allowance at a rate agreed on appointment to the role.
- Travel time to shops within the cluster is not part of contracted hours.

## Organisational responsibilities

**Values:** Our values underpin our purpose, and all employees are expected to ensure their behaviour and conduct is, always, in accordance with the values. Working together with a common goal and objective ensures we can continue to deliver the high-quality care our patients and their families have come to expect of us.

**Policies and procedures:** It is the responsibility of employees to ensure they are aware of and comply with the policies and procedures relevant to their job and employment. All employees must be familiar with and operate in accordance with confidentiality and safeguarding policies, at all times during their employment.

**Health, Safety and Wellbeing:** All employees are expected to conduct their work in a safe manner and with consideration to how others may be affected by their work activities. All activities must be in accordance with the Health & Safety Policy and guidelines.

**Ambassador:** We are all ambassadors for Cornwall Hospice Care and must ensure that whenever possible, we positively promote our purpose and values to the wider public.

## Job specific duties and responsibilities

1. Support the Retail Manager in the efficient and effective management of stores, with the objective of maximising income and profit for Cornwall Hospice Care.
2. Contribute local market knowledge to help plan and merchandise the store, creating a vibrant and enticing store environment to increase foot traffic.
3. Encourage the creation of a harmonious and welcoming atmosphere that enhances the profile and reputation of Cornwall Hospice Care and its services and contributes to the ability to attract and retain employees and volunteers.
4. Develop and maintain effective internal and external stakeholder relationships and enthusiastically collaborate with the Retail Managers within the cluster.
5. Coach and develop team members to ensure the delivery of service excellence, to customers both internal and external.
6. Monitor sales and profit figures to develop awareness of store and cluster performance and to suggest strategies for improvement.
7. Utilise stock control procedures to ensure the store has suitable stock density and availability of new and donated goods, aligned to local market insights.
8. Demonstrate an interest in understanding and applying local and national trends in the Charity and mainstream retail sector to identify opportunities for improved brand awareness and store performance.
9. Adhere to organisational guidelines for all branding and promotional activity to contribute to the Charity brand image and reputation.
10. Support the Retail Manager in the attraction and retention of enthusiastic volunteers and assist with the completion of induction and on-going training.
11. Ensure effective communication channels are utilised to ensure up-to-date and accurate information is cascaded to all team members in a timely manner.

12. Adhere to all internal financial management procedures and ensure all team members are aware of and comply with the same.
13. Lead and promote good Health and Safety practices within the store and in compliance with Cornwall Hospice Care Health and Safety policies and procedures.
14. Maximise the level of Gift Aid sales in the stores by ensuring Gift Aid donated stock is prioritised and processed correctly.

### **General**

This job description is intended to provide an outline of the duties and responsibilities of the post and is not exhaustive and may be amended periodically as necessary.

The post holder may be asked to undertake other duties within the general level and scope of the post and to work at other Cornwall Hospice Care sites as required.