# Staff Role Profile: Assistant Shop Manager

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| **Job Level** | 2b | **Reports to** | Shop Manager |
| **Contract** | Fixed Term | **Directorate** | Fundraising |

## Scale and scope of role

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| **Direct reports** | Nil | **Indirect reports** | 1-3 staff depending on shop size |
| **Budgetary responsibility / accountability** | Nil | **Accountability for other resources** | Nil |
| **Reach and impact** | Supporting the shop manager with the provision of a customer focussed shop team that is the 'window of the Red Cross' on the high street. To uphold the reputation of the organisation and to engage with local trading opportunities to maximise contributions to the shops whether this is through stock donations, volunteer hours or cash donations. To ensure that the net contribution of the shop is maximised through controlling costs and effective staff and volunteer management. | | |

## Context

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills.

We are part of the global Red Cross and Red Crescent humanitarian network. We refuse to ignore people in crisis.

## Our principles and values

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

## Directorate overview

The role of Assistant Shop Manager sits within the Fundraising directorate.

The Retail Department, which forms part of the Fundraising Division, operates around 330 Red Cross charity shops throughout the UK and has a complement of over 6,500 volunteers and 700 paid staff and a turnover in excess of £28m per annum.

## Purpose of the role

To assist the Shop Manager in maximising the net income earned from the Red Cross shop. To support the Shop Manager in the management of staff, volunteers, stock, premises and administration. To deliver high standards of customer care and ensure that the image and reputation of the Red Cross is maintained. To assume responsibility for the shop in the Shop Manager's absence.

## Main responsibilities

**People**

- Working with the Shop Manager to induct, manage, train and develop paid staff and volunteers to nationally agreed standards and procedures
- To uphold the reputation of the Red Cross by maintaining high personal standards and projecting a warm, appreciative and welcoming attitude towards customers, donors, staff and volunteers
- To effectively communicate with shop staff and volunteers and other Red Cross personnel, cascading information as relevant
- To deliver high standards of customer care
- To promote the shop in the community and respond to local queries about the services of the British Red Cross

**Performance**

- Working with the Shop Manager to manage the shop on a day to day basis, ensuring set targets, budgets and profit levels are met
- In conjunction with the Shop Manager to grow average weekly sales and shop average weekly profit
- To effectively manage the shop in the absence of the Shop Manager and to provide relief cover to other shops where required

**Product**

- To support the generation of stock for the shop

- Working with Shop Manager to effectively manage donated stock and bought in goods, ensuring that necessary standards relating to quality, quantity, stock rotation, and stock room management are maintained
- To appropriately price goods in the shop
- To ensure a high standard of housekeeping, display, merchandising and shop floor management, adhering with health and safety guidance and national standards
- To maintain an awareness of the organisation's priorities and assist in promoting the work of the Red Cross to volunteers and the general public.

**Property**

- In the absence of the Shop Manager report all issues regarding the building, health and safety and shop equipment to appropriate teams in a timely fashion

**Procedures**

- To comply with national instructions, policies, procedures, guidelines and legislation at all times
- To ensure the safe and secure handling of money and stock at all times
- To attend meetings and training courses/events when required by the Shop Manager and/or Area Retail Manager
- In the absence of the Shop Manager to accurately manage all shop till (EPoS) sales reporting and administrative procedures as specified by the Area Retail Manager
- To keep the Retail Field Manager informed of any difficulties that arise during the Shop Manager's absence.
- To be aware of the work, aims and objectives of the British Red Cross at international, national, area and local level

## Criminal Records Check

**Type of criminal record checks required for this role**

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| England and Wales - Disclosure and Baring Service Check (DBS) |
| > None |
| Scotland |
| > None |
| Northern Ireland |
| > None |

## Diversity

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

You can read more about our commitment to diversity on our website.

## Person Specification

| | | Requirement | Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A) |
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| **Knowledge** | Essential ✓✓ | • Understanding of financial and numerical information, and the importance of hitting targets.<br>• Ability to interpret and implement working practices and procedures (e.g. relating to operational processes). | |
| | Desirable | • Ability to understand issues related to working with volunteers | |
| **Skills** | Essential ✓✓ | • Proven customer care skills<br>• Proven IT skills | |
| **Experience** | Essential ✓✓ | • Experience with cash handling and reconciliation | |
| | Desirable | • Experience working in a retail environment<br>• Experience of using initiative for positive results | |
| **Behaviours** | • Communicating and influencing – tailors their approach.<br>• Leading and engaging – supports the team.<br>• Embracing and leading change – is positive about change.<br>• Accountability for resources – understands the broader environment and uses knowledge to deliver.<br>• Managing personal impact – is self aware.<br>• Developing yourself and others – develops own capability. | | |
| **Additional requirements** | Essential ✓✓ | - Upholds the fundamental principles and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).<br>- Ensures inclusive practice and promotes diversity<br>- Able to work weekends and public holidays<br>- Able to travel to cover other shops and attend training as requested<br>- Ability to lift and carry bags and boxes full of donated stock, including clothes and books, and depending on the shop light/heavy furniture (this is a genuine occupational requirement of the role) | |
| | Desirable | Able to work additional hours as necessary | |

**In order to be shortlisted for interview, you need to meet the essential criteria as outlined above.** *N.B. All disabled candidates who meet the essential criteria (✓✓) will be short-listed for interview in line with our commitment to the Disability Confident Scheme*