



JOB DESCRIPTION

Job Title: Retail Operations Manager

Department: Bath Cats & Dogs Home Trading Ltd

Reports to: Finance & Trading Director

Responsible for: Supervision of the full retail operation including charity shops and the Pawstore pet shop in Bath, online sales including Ebay and delivery of retail trading strategy.

Grade/Role:

Bath Cats and Dogs Home is committed to the welfare of companion animals; to rescue, rehabilitate and re-home pets who are unwanted and far too often neglected or mistreated and to promote responsible pet ownership through education.

All staff are committed to deliver first class customer care to all visitors and supporters (throughout daily activities) in order for the Home to successfully continue to re-home animals and to have the long term support of the communities we operate within.

1. Purpose of the job

To work with the Finance & Trading Director in setting the short, medium and long term retail strategy for the charity shops and Pawstore pet shop including the provision of creative direction and support to the shop managers and staff to ensure the shops meet their daily, weekly and monthly targets.

2. Principle tasks

- To supervise the full retail operation including charity shops and the Pawstore pet shop in Bath, online sales including Ebay, and the setting of daily, weekly,

monthly and annual sales targets in conjunction with the Finance & Trading Director, ensuring those targets are subsequently met.

- Report to the Finance & Trading Director on a weekly basis with takings breakdown and liaise regarding forthcoming events, promotions and sales initiatives.
- To work with the Finance & Trading director to prepare a short, medium and long term strategic business plan for the organization and to deliver that plan.
- To achieve sales targets and control direct shop expenses through effective cost control of expenses aligned to budgetary provision. To recognize and implement opportunities for additional income.
- To provide creative direction and input for shop merchandising, promotions, and window displays.
- To line manage all shop managers effectively to ensure staff feel motivated and supported by a process of continuous development including identifying and addressing the training needs of staff members.
- Undertake new staff induction and performance manage direct report staff through an annual appraisal process.
- To assist the Pawstore shop manager to grow the pet shop business located at the Home in Bath including the development of own brand products and merchandise and identify where a need exists for additional services.
- To co-ordinate ongoing donations campaigns in order to secure good quality donations for sale in the charity shops and on Ebay and to ensure such donations are sold through the most appropriate media to achieve optimum income.
- To work with the fundraising and communications team and press co-ordinator to creatively design advertising and promotional campaigns also material to increase awareness of our shops and ultimately increase turnover.
- To oversee, in conjunction with the Finance & Trading Director, the opening of new charity shops as the business expands.
- To liaise with the shop managers and volunteer co-ordinator to recruit retail volunteers and provide them with the direction, training and motivation necessary to secure their competence and commitment and encourage active involvement in Home and shop activities.
- To attend occasional external events to promote and sell products on behalf of the Home.
- To ensure that the day to day operation of BCDH Trading Ltd complies with all necessary/required Health and Safety legislation and licensing requirements.

- To fulfil any other agreed duties that may at times be reasonably required.

3. Knowledge, skill and experience

a) Education qualifications:

Preferably educated to degree level or equivalent but consideration will also be given to applicants who can demonstrate qualification by relevant experience.

b) Professional/Technical Qualifications/Skills:

- IT skills including Microsoft Excel, Word & Outlook – essential
- EPOS skills/experience – essential
- NVQ in retail and/or customer service – desirable
- Emergency first aid at work qualification – desirable
- Health and safety training/skills - desirable

c) Competence/ Experience:

Essential:

Proven retail experience
 Proven sales experience
 Excellent IT skills e.g. Microsoft packages (particularly Excel) plus EPOS experience
 Good working knowledge of the internet
 Competence with all aspects of on-line selling i.e. Ebay
 Proven team leadership skills with the ability to manage and motivate the retail team to reach and exceed set targets
 Highly organized, flexible and self motivated
 Ability to work on own initiative and to organize and prioritise own workload.
 Car owner with full driving licence
 Proven customer service skills
 Strong communication skills both verbal and written
 Knowledge of fashion and clothing branding
 Ability to identify or research origins of bric a brac, curios & collectibles & price accordingly
 Ability to research new products
 Must be animal lover and identify with Bath Cats & Dogs Home's ethos

Desirable:

Working knowledge of Gift Aid and claim processing
 Charity retail experience

Knowledge/understanding of the vintage retail market
Knowledge of companion animal pet products

4. Organisation

5. Job Context

The Retail Operations Manager role is a key position within the trading company working with and reporting to the Finance & Trading Director to set short, medium and long term strategic business plans and ensuring delivery of those plans. The post holder is also responsible for providing creative direction for our retail operation as well as helping to raise awareness of our charity brand within the communities in which our shops operate.

6. Additional information

This job description is a statement of the job content agreed in November 2015. It should not be seen as precluding future changes.

Job holder's signature: **Date:**

Line manager's signature: **Date:**