



<b>JOB DESCRIPTION:</b>	<b>Retail Commercial Manager</b>
<b>REPORTING TO:</b>	<b>Head of Retail</b>
<b>ACCOUNTABLE TO:</b>	<b>Director of Income Generation and Marketing</b>
<b>BASED AT:</b>	<b>Holywells Road Ipswich/St Elizabeth Hospice, Ipswich. (with high degree of mobility)</b>

### **Job Summary**

This is a new post designed for a varied skill base in a retail and commercial based environment. The position will include developing the commercial aspect of the business for the retail department within Income Generation. Key responsibilities will also include developing and increasing income lines in ecommerce, retail events, new goods and upcycling. The post holder will research and present commercial business case studies to the Head of Retail, then implementing these projects into income lines. The post holder will be responsible for producing new income streams whilst having an innovation approach to the business. The post holder will be result driven and focused on achieving maximum income for the retail arm of the Hospice.

### **Responsibilities:**

- Be responsible for income budgets within agreement with the Head of retail
- provide innovation and plans to initiate new commercial led ideas
- produce and present business case studies for new commercial projects with income/ expenditure streams attached
- Develop the ecommerce income line including ebay and the online shop format
- Working alongside the PR and Marketing department develop retail social media into an income line
- work alongside the commercial donor coordinator to develop income through our retail donor base
- use our current EPOS system to expand and create new income lines through investigating new avenues of usage
- Using our loyalty card donor base strengthen our knowledge of our customer base and use this information to promote new ideas / income streams
- work alongside the commercial coordinator to strengthen and grow our new goods offering
- work with the retail events coordinator to develop and grow the retail led event income line
- work with the retail Area Management team to create new commercial avenues within the existing shop portfolio network
- develop our relationship with key partnerships that could produce and grow income lines
- research and produce business case studies for new recycle and upcycling projects

- Act as the main contact for all retail corporate key partnerships – developing income lines and relationships
- investigate concession/ franchise possibilities within the retail market
- Working alongside the Area Management team produce new community led commercial projects within the shop portfolio locations
- Research and benchmark other Hospice / charity commercial projects
- Report to Head of Retail – data / statistics and plans when required
- use the 'pop up' shop model to produce commercial income avenues
- Working with the fundraising department, ensure cross departmental working is developed and opportunities for income are fully investigated/ attended
- develop and be responsible for the current volunteer base within key responsibility departments these include events and ecommerce.
- Working with the volunteer services department retain and grow the volunteer skill base within the team
- Provide line management to Events, E- commerce, Commercial Donor aspects of the business
- diversify into other project areas as and when required
- work with all key retail personnel to achieve highest stock generation into the business

### **Personnel Responsibilities**

1. To recognise indications of staff stress and to inform the Head of Retail
2. To participate in the induction of all new staff as required
3. To recognise the value of volunteer contribution and play an active part in their support and development where appropriate

### **Educational Responsibilities**

1. To participate in the Hospice education programme.
2. To give feedback from attended education programmes/study days.

### **Personal Development**

1. To devise with the Head of Retail a personal development plan in line with the Hospice objectives and personal needs.
2. To maintain and increase personal professional skills.

### **Organisational Responsibilities**

1. To work at all times within the policies of the Hospice and act within Care Standards at all times
2. To ensure effective use of resources
3. To recognise signs of stress and facilitate staff support
4. To participate in the Hospice education programme and attend training courses as required
5. To respect at all times the confidentiality of information covering patients, staff and volunteers
6. To play an active part in the development and maintenance of good relationships with all who have business with the Hospice
7. To promote the Hospice philosophy of care towards patients, relatives and visitors

Because of the special nature of the Hospice and its work you may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE HEAD OF RETAIL IN CONJUNCTION WITH THE POSTHOLDER.

## Person Specification

### Retail Commercial Manager

Requirement	Essential/Desirable
<b>Qualifications &amp; Training</b> <ul style="list-style-type: none"> <li>Good standard of education in numeracy and literacy</li> </ul>	Essential
<b>Knowledge &amp; Experience</b> <ul style="list-style-type: none"> <li>Proven retail management experience</li> <li>Experience in a customer focused environment</li> <li>Experience in charity retail and managing volunteers</li> <li>Multi-site project management</li> </ul>	Essential Essential Desirable Essential
<b>Specific Skills</b> <ul style="list-style-type: none"> <li>Good written and verbal skills</li> <li>Good interpersonal and social skills</li> <li>Project management experience</li> <li>Experience of budget planning</li> <li>Good leadership, delegation, administrative and organisational skills</li> <li>Ability to prioritise and work without supervision</li> <li>Experience of stock buying</li> <li>Experience of a ecommerce environment including ebay</li> <li>Experience or understanding of EPOS</li> <li>Experience of Microsoft Outlook/Word/Excel</li> </ul>	Essential Essential Essential Desirable Essential Essential Desirable Essential Desirable Essential
<b>Personal Qualities</b> <ul style="list-style-type: none"> <li>Confidence and maturity</li> <li>Self motivating</li> <li>Resilience, ability to work under pressure and keep to deadlines</li> <li>Practical and hands on management style</li> <li>Flexible (hours, days and location)</li> <li>Team player</li> <li>Blue sky thinking – innovation approach to the business</li> <li>Own transport &amp; current driving license</li> </ul>	All essential