

JOB DESCRIPTION

Job Title: Business Development Manager (Retail)

Department: Income Generation and Marketing

Responsible to: Head of Income Generations and Marketing

Hours: 30 hrs per week (may include some Saurdays)

Location: Willow Burn Hospice, Lanchester, County Durham
 Post will require travel across our shops in Derwentside (currently Stanley, Consett and Chester-le-Street)

Contract: Permanent

Key Working Relationships

Internal: All members of staff and volunteers, CEO, Senior Leadership Team and Trustees.

External: Commercial, statutory and voluntary organisations, Willow Burn supporters and members of the public.

Job Purpose

To promote the ideals of Willow Burn Hospice (WBH) and be a positive ambassador.

- To provide the strategic leadership for the retail/trading income streams to ensure targets are met and key standards are achieved
- To lead on and drive the continued success of the retail/trading operation, increasing sales and profits from existing shops, online operations, and new commercial opportunities
- To lead on all aspects of business development to ensure the continued growth of the retail/trading portfolio
- To ensure excellent levels of customer service are provided across the operation
- Ensure WBH’s policies and procedures are adhered to at all times

Why work with us

Willow Burn Hospice is an inspiring, friendly and rewarding place to work and from your first day with us you will be truly making a difference in Derwentside. Other benefits of working at Willow Burn Hospice include:

- Competitive holiday entitlement
- 20% off in The Willows Café
- 10% in the Willow Burn Hospice Charity Shops
- 24/7 access to an employee assistance programme
- Training opportunities

Disability Confident Employer

As a Disability Confident Employer we:

- have undertaken and successfully completed the Disability Confident self-assessment
- are taking all of the core actions to be a Disability Confident employer
- are offering at least one activity to get the right people for our business and at least one activity to keep and develop our people.

Equality, Diversity and Inclusivity

Willow Burn Hospice is an employer which is truly committed to creating a welcoming, inclusive workplace where all our people are able to bring their whole selves to work and are able to perform to their potential. We understand the importance of diversity and inclusion and strive for a workplace that reflects the communities which we serve. We especially welcome applications from underrepresented groups including Black, Asian and Minority Ethnic candidates, candidates with a disability and candidates with gender-diverse identities. Appointments will be made on merit on the basis of fair and open competition.

2. Key Tasks / Duties and Responsibilities

Strategy and Financials

- Strategically develop the trading operation, adopting an entrepreneurial approach where every opportunity is maximised
- To set, develop, and monitor the income and expenditure budget and contribute to the development of organisational strategy and business plans.
- Undertake ongoing analysis, planning, quarterly forecasting and management of the trading budget, reporting on shop performance issues and trends to ensure targets are met
- To ensure correct procedures are adhered to for banking, cash handling and administration, ensuring a clear audit trail

Income Generation

- To provide advice and recommendations on the expansion/diversification of the trading operation, assess new sites and business opportunities and present options to the Head of Fundraising and Marketing.
- Ensure all trading income is raised lawfully, with particular regard to data protection legislation, Charity Commission guidance and Fundraising Standards and Charity Retail Association codes of practice.
- To ensure the supply chain of stock (donated and new) is effectively managed, from source to point of sale and to develop new lines to maximise turnover
- Project manage new trading openings, collaborating with colleagues, and liaising with external contractors, local authorities, agents and solicitors.
- Research and identify new retail markets, trends, and opportunities, including (for example) mobile retail solutions, pop up shops, events and food and drink offerings
- Maintain an awareness of national developments, charity law, latest techniques and best practice in relation to trading and marketing in the charity sector.
- Working alongside the Head of Fundraising and Marketing, lead on regular promotions and campaigns to maximise the trading income
- Develop and deliver an agreed trading strategy enhancing existing income streams to ensure sustainable income, identifying and developing new trading opportunities to deliver growth in revenue and profit.
- Ensure that excellent customer service standards are achieved and maintained by monitoring customer feedback, ensuring that customer complaints are dealt with effectively and promptly and supporting any required training of staff and volunteers.

Staff & Volunteer Management

- To motivate and lead the trading team of staff and volunteers to generate maximum profits for the hospice to achieve annual income targets
- To ensure the trading team are adequately trained and equipped to offer excellent customer service, effectively merchandise, price and display stock (donated and new), making best use of retail space available, in order to achieve optimum stock levels and presentation
- To act as the main communication link between the Hospice and the shop teams ensuring they are kept abreast of developments and appreciation of their worth to the organisation and that the work of the hospice is known and understood by all those who are part of the trading team
- To provide strong leadership, support and performance management to develop a strong team of managers. To include regular one to ones, appraisals, objective setting and agreeing targets and objectives
- Work with the People Services Team to develop a strategic approach to the recruitment and training of volunteers
- Carry out shop visits to ensure visibility to the retail staff and volunteers
- To ensure a safe environment that protects all people (staff, volunteers and public) from harm
- Create, develop and maintain up to date policies and procedures and ensure these are embedded across the operation and achieving full compliance.
- To recruit, support and develop direct reports, ensuring that employees receive necessary training and new starters work through a full induction programme.

Volunteer Management & Training

- To motivate and lead the trading team of staff and volunteers to generate maximum profits for the hospice to achieve annual income targets
- To ensure the trading team are adequately trained and equipped to offer excellent customer service, effectively merchandise, price and display stock (donated and new), making best use of retail space available, in order to achieve optimum stock levels and presentation
- To act as the main communication link between the Hospice and the shop teams ensuring they are kept abreast of developments and appreciation of their worth to the organisation and that the work of the hospice is known and understood by all those who are part of the trading team
- To provide strong leadership, support and performance management to develop a strong team of managers. To include regular one to ones, appraisals, objective setting and agreeing targets and objectives
- Work with the Head of Fundraising and Marketing to develop the approach to recruitment and training of volunteers
- Carry out shop visits to ensure visibility to the retail staff and volunteers
- To ensure a safe environment that protects all people (staff, volunteers and public) from harm
- Create, develop and maintain up to date policies and procedures and ensure these are embedded across the operation and achieving full compliance.
- To recruit, support and develop direct reports, ensuring that employees receive necessary training and new starters work through a full induction programme.

Premises & Asset Management

- To work with the Head of Fundraising and Marketing on the acquisition and negotiation of leases. oversee the acquisition, negotiation of leases, fitting and launch of new shops.
- To take responsibility for all aspects of trading security, stock, premises, money and staff, holding keys for all retail outlets
- To work with the Head of Facilities and Administration to ensure the retail operation complies with legislation requirements, e.g. Health and Safety, Fire Regulations etc.

- To oversee that all employees and volunteers within your team are properly inducted and are aware of the shop fire risk and Health and Safety procedures and their responsibilities in respect of these
- To ensure all trading premises and vehicles are appropriately maintained within budget and agreed timescales
- Ensure all products for sale are compliant with Health and Safety regulations and Trading Standards
- Work with the Head of Fundraising and Marketing to ensure all outlets, signage, materials and activities are in line with hospice brand standards.

Conduct

- Behave in a professional manner at all times, reflecting and maintaining the values and ethos of the organisation and thereby generating a positive image of WBH.
- Adhere to all WBH's policies and procedures to ensure that these are maintained at all times.

Other

- Undertake any other duties as appropriate within the potholder's competence and general level of responsibility of the post, as required by the Senior Management Team.

The job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of the level of work undertaking, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

PERSON SPECIFICATION
Job Title: Business Development Manager (Retail)

CRITERIA	ESSENTIAL	DESIRABLE
QUALIFICATIONS TRAINING & EDUCATION	Basic secondary education but no formal qualifications	Grades A-C Maths Grades A-C English
EXPERIENCE	<p>Experience of management and leadership in the trading/commercial sector</p> <p>Experience of budgetary control Experience of working to targets</p> <p>Experience of recruitment and selection, appraisal and supervision</p>	<p>Experience of working within a charity retail environment</p> <p>Proven experience of driving and growing e-commerce</p> <p>Demonstrable experience of strategic planning in a trading/commercial context</p> <p>Experience of managing a remote team</p> <p>Experience of managing volunteers</p>
SKILLS, APTITUDES & ABILITIES	<p>Ability to set high retail standards and levels of customer service</p> <p>Ability to work calmly and methodically under pressure</p> <p>Able to resolve conflict and build consensus.</p> <p>Visible Leadership skills – can motivate others to achieve</p> <p>Able to work collaboratively and listen to the needs of internal stakeholders</p> <p>Ability to demonstrate a solution focused approach</p> <p>Proven strong organisational skills with ability to set up and manage systems</p> <p>Ability to adapt to changes in market and business expectations</p>	

	<p>Excellent and accurate communication skills both verbal and written</p> <p>Ability to manage time by multi-tasking and using own initiative</p> <p>Excellent and accurate numerical skills</p> <p>Aptitude and enthusiasm for embarking on fresh initiatives</p>	
KNOWLEDGE	<p>Knowledge of Trading Standards practice</p> <p>Knowledge of MS Office, with the ability to analyse figures in Excel</p> <p>Knowledge of Health and Safety relating to trading environments</p>	<p>Knowledge of charity law and guidance set out by the Charity Retail Association</p> <p>Knowledge of Gift Aid</p>
PERSONAL QUALITIES AND ATTRIBUTES	<p>Approachable, professional, and compassionate</p> <p>Strong sense of responsibility and accountability</p> <p>Able to act on own initiative as well as a team member</p> <p>Good interpersonal skills and ability to communicate at all levels</p> <p>To adhere to and work within our hospice values</p>	<p>Knowledge of WBH's values and environment</p>
OTHER	<p>Willingness to work flexibly to meet the needs of the service, including occasional weekends</p> <p>The ability to travel across our retail operation independently.</p>	