

Amnesty International UK



JOB TITLE	Regional Book Shop Manager
TEAM	Social Giving and Retail
DEPARTMENT	Fundraising
REPORTS TO	National Retail Manager
RESPONSIBLE FOR	Bookshop Team Lead in region Bookshop Volunteers in region,
SCALE	Grade 4
HOURS PER WEEK	35 hours

OVERALL PURPOSE OF THE JOB

To oversee and manage the bookshop operations (online and high-street) in their retail region (North, South, East, West), ensuring each shop (two to three in each region; third shop has additional operational level of a bookshop team lead) is performing to required income / net income targets and other KPIs and achieves these in accordance with fundraising policy, principles and procedures, including financial controls. To ensure bookshops are adequately stocked and are resourced by a team of motivated and enabled volunteers, either directly or through management support to any bookshop team lead in the region. To ensure the shops appropriately represent the brand and work of Amnesty International, facilitating community engagement with the organisation and our campaigns and fundraising either directly or through management support to any team lead.

This role is largely self-managing and is expected to deal with issues outside of normal working hours as well as provide leadership to any Bookshop Team Lead and volunteers across shops in the region. The post-holder is expected to divide their time between the shops in the region, including sufficient time spent in any shop led by any Bookshop Team Lead.

The performance of the holder of this post will be evaluated on their:

- Delivery of agreed fundraising targets and projects
- Delivery of work in accordance with, and retail unit adherence to: fundraising policy, procedures and our supporter promise

MAIN RESPONSIBILITIES:

1. Operational planning and budgets:

- 1.1 Working closely with the National Retail Manager, develop and deliver an operational plan and budget for the region, including any planned expansion (or identification of unplanned expansion opportunities) in the region.

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- 1.2 Monitor financial and other KPI performance against target, identifying and implementing corrective action as required

2. Operational Resource Management:

- 2.1 Locating areas and finding new premises within set parameters for new shops as required.
- 2.2 Responsible for the effective day-to-day operations of high-street and online shops in the region where there is no Bookshop Team Lead.
- 2.3 Where there is a team lead, maintain oversight and provide line management support and direction to the team lead and directly engage issues that require manager level authorisation.
- 2.4 To work with the Retail Manager and relevant staff across AIUK to engage customers and the community in AIUK campaigns and fundraising as directed by the National Retail Manager.
- 2.5 Either working with the Bookshop Team Lead or directly in outlets without a lead, ensure high street and online shops are adequately resourced by a team of volunteers. Undertake ongoing supervision of shop personnel organising, motivating and inspiring the shop teams in order that they can give their very best.
- 2.6 Either working with the Bookshop Team Lead or directly in outlets without a lead, ensure that volunteers are trained, developed, enabled and motivated to contribute effectively to the successful operation and results of shops in the region.
- 2.7 Either directly or working with any team lead, create a positive culture in shops across your region, creating an environment in which staff, volunteers, customers and stock donors feel valued.
- 2.8 Either directly or by supporting any team lead, deal effectively with difficult situations and motivational issues arising from a large and diverse team of volunteers (20+) and with selling to the public, escalating to the National Retail Manager as appropriate.

3. Sales and Finance

- 3.1 Responsibility for ensuring that the financial procedures are correctly implemented across all shops in your region.
- 3.2 To be responsible for cash handling, keeping financial records and monitoring financial performance of shops against agreed targets
- 3.3 To plan the space and displays in shops to maximise sales and supporter experience (directly or supporting any team lead) and drive new ways of generating income.
- 3.4 To display AIUK merchandise as directed in guidelines set by the National Retail Manager, and advised by Commercial Exec.
- 3.5 Implementing pricing strategy in your region as directed by National Retail Manager. Pricing strategies will differ between regions and, between shops but overall decision making sits with the National Retail Manager.
- 3.6 To monitor the bookshop retail sector in your region and reviewing local spending habits and shop KPI's. to learn from the successes of other Regional Retail Managers, constantly seeking ways to increase sales and to keep the customer

experience fresh. Trial / implement such ways, either directly or by supporting any Retail Team Lead.

- 3.7 To follow all financial procedures, ensuring regular and accurate financial returns to the office, overseeing consistency in implementation across all shops in the region in line with strategic targets.
- 3.8 To be proactive in the acquisition of stock donations ensuring appropriate stock levels whilst maximising value from all donations for all shops/hubs across the region. Moving stock around the region as necessary.
- 3.9 Understand the variety of income streams available to the shops in the region from donated goods.

4. Customer Service and Community Engagement

- 4.1 To understand the needs of customers and local communities where shops are located across the region, creating warm welcoming shops for both customers and volunteers and ensuring high standards of customer care.
- 4.2 To nurture and manage relationships with local/national contacts including authors, publishers, suppliers and major Stock donors

5. Health and Safety

- 5.1 To oversee the maintenance and health and safety record keeping across all shop premises in the region in conjunction with the Retail Support Coordinator and as directed by the Retail Manager.
- 5.2 To manage the health and safety of staff and volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision.
- 5.3 To take responsibility for their own health, safety and welfare, comply with AIUK Health & Safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- 5.4 In conjunction with the retail support coordinator, to take the initiative with external suppliers to ensure shop operations receive minimal disruptions when building / maintenance / shop fit works are required.
- 5.5 To work with the Retail Support Coordinator and, Retail team to review new shop premises and ensure that shop fit and, layout meet all Health & Safety and other legal requirements.

6. Equality and Diversity

- 6.1 To work with the Retail Manager to ensure that all shops in the region are compliant with the Equality Act and, are as accessible and open to all as they can be.
- 6.2 To deliver all aspects of this job description in accordance with AI UK's Equality and Diversity Policy.

7. Other

- 7.1 Actively role model behaviours that reflect AIUK's organisational values and agreed behaviour framework. Hold direct reports to account for their behaviours and identify and, enable development needs.

- 7.2 To take responsibility for maintaining, reviewing and updating documented fundraising procedures for which your role is the nominated procedure administrator
- 7.3 To undertake any relevant duties or projects delegated by the retail manager, which are in line with the responsibilities of the post.

October 2017

PERSON SPECIFICATION	
Job Title: Regional Book Shop Manager	
ESSENTIAL CRITERIA	
Experience	Demonstrable retail experience at a management level within a charity or bookshop environment, ideally within the charity retail sector
	Experience of recruiting, managing and training staff/volunteers
	Experience of setting or inputting into income and expenditure budgets and minimising controllable costs
Experience	Demonstrable experience of growing sales and net profit in a retail environment.
	Experience of delivering exceptional customer service
	Experience of building relationships and management of contractors and suppliers.
	Experience of Health and Safety in a retail environment and ability to maintain a safe working environment.
	Experience of successful of online selling
	Proven experience of handling cash and keeping accurate financial records.
	Track record of successful visual merchandising to enhance sales.
	Experience of motivating and providing direction to large teams, ideally based across different locations.
Skills and Knowledge	Leadership skills and operational retail management experience.
	Ability to motivate and provide direction and support to large teams, based across different locations.
	Knowledge of Health and Safety procedures and policies and relevant legislation.
	Understanding of the book trade and internet selling
	Understanding of the principles of income and expenditure budgets.
	High level of IT literacy specifically, ability to use EPOs, Amazon, financial systems for the analysis of sales.
Knowledge	Resilient with ability to plan and manage a number (two to three) shops simultaneously
	Ability to delegate effectively to get results.
	Ability to work effectively as part of team.
	Natural communicator both verbally and in writing with the ability to motivate volunteers and ensure their effective contribution to the organisation
	Ability to deal quickly and confidently with issues as they arise, working within Amnesty's policies and procedures.
	Ability to devise and operate effective office systems
General	Understanding of and ability to adhere to relevant policies including Health and Safety and Data Protection.

	Flexibility to work unsocial hours and to be available to deal with issues outside of working hours. Willing to spend working week across different shop locations and to travel in between, which may require regular overnight stays.
Values and Behaviours	Commitment to help deliver the aims and objectives of AIUK.
	Commitment to deliver the retail programme that enhances the brand reputation of AIUK and complies with global and UK policy and relevant regulation and legislation.
	Commitment to ensure our bookshops are compliant with the Equality Act.
	Commitment to help deliver equality and diversity as outlined in our policy
DESIRABLE CRITERIA	
Experience	Experience of Charity Retail
	Experience of successfully opening new shops and selecting new shop locations.
	Experience of multi shop management and distance management
	Experience of event management to help host shop events.
	Experience of marketing, social media and publicity
	Have knowledge of the local communities in the region.