

Amnesty International UK



JOB TITLE	Bookshop Team Leader
TEAM	Social Giving and Retail
DEPARTMENT	Fundraising
REPORTS TO	Regional Bookshop Manager
RESPONSIBLE FOR	Volunteers (minimum 20)
SCALE	Grade 3
HOURS PER WEEK	28 hours

OVERALL PURPOSE OF THE JOB

Working under the direction and with the support of the Regional Book Shop Manager (responsible for all shops in a region), you will lead and be responsible for the day-to-day operations of the shop in which you are Team Lead, including dealing with issues outside of normal working hours. Working to agreed procedures and to agreed targets, you will use your initiative to enable the shop to best reach those targets. With support from the Regional Book Shop Manager, you will ensure the shop is adequately stocked and resourced by a team of motivated and enabled volunteers for whom you are their primary contact and supervisor. Under the direction of the Regional Book Shop Manager, you will ensure the shop appropriately represents the brand and work of Amnesty International, facilitating community engagement with the organisation and our campaigns and fundraising.

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

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

MAIN RESPONSIBILITIES:

1. Operational Planning and budgets

- 1.1 Input into the operational plan and budget for the retail region in which the shop is located, a process led by the Regional Book Shop Manager.
- 1.2 Lead on the implementation of the operational plan for the shop and by liaising with the Regional Book Shop Manager ensure that the operational plan and budget for the shop and its online operation reflects the local context, including local customer base and volunteer network.

- 1.3 Monitor financial and other KPI performance against target, identifying and implementing corrective action as required, seeking appropriate approval (as documented in AIUK procedures) and / or support from the Regional Book Shop Manager as appropriate.

2. Operational and Resource Management

- 2.1 With oversight from the Regional Book Shop Manager, be responsible for the effective day-to-day operation of the shop and its online function
- 2.2 In liaison, with the Regional Bookshop Manager to engage customers and the community in AIUK campaigns and fundraising as directed by the National Retail Manager.
- 2.3 Ensure physical and online functions 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.
- 2.4 Ensure volunteers are trained, developed, enabled and motivated to contribute effectively to the successful operation and results of the shop and its online function
- 2.5 Create a positive culture and environment in the shop, in which volunteers, customers and stock donors feel valued.
- 2.7 Deal effectively with difficult situations and motivational issues arising from a large and diverse team of volunteers (20+) and with selling to the public. Escalate matters to the Regional Book Shop Manager as appropriate.

3. Sales and finance

- 3.1 Responsible for ensuring that the agreed financial procedures are correctly implemented in the shop and its online operation.
- 3.2 To be responsible for cash handling, keeping financial records and monitoring financial performance of the shop against agreed targets.
- 3.3 With support (as required) from the Regional Manager plan the space and displays in shops to maximise sales and supporter experience and drive new ways of make the best use of space within the shop and drive new ways of generating income.
- 3.4 To display AIUK merchandise using the appropriate guidelines.
- 3.5 Implementing pricing strategy in your shop, as directed by the National Retail Manager.
- 3.6 To monitor the charity retail sector in your locality and advise the Regional Retail Manage of the local context, suggesting and trialling / implementing ways to increase sales and to keep the customer experience fresh.
- 3.7 To follow financial procedures, ensuring regular and accurate financial returns to the office.
- 3.8 To be proactive in the acquisition of stock donations ensuring appropriate stock levels whilst maximising value from all donations.

- 3.9 Understand the variety of income streams available to the shops from donated goods.

4. Customer service & community engagement

- 4.1 To understand the needs of customers and those of the local communities where the shop is based. To create warm welcoming shop for both customers and volunteers, 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 for the shop premises in conjunction with the Retail Support Coordinator.
- 5.2 To manage the health and safety of 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 and 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.

6 Equality and Diversity

- 6.1 To work with the Retail Manager to ensure that the shops is 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.
- 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 regional manager, which are in line with the responsibilities of the post.

March 2019

PERSON SPECIFICATION	
Job Title: Bookshop Team Leader	
ESSENTIAL CRITERIA	
Experience	Demonstrable retail experience within a charity or bookshop environment.
	Experience of recruiting, managing and training staff/volunteers
	Experience of inputting into income and expenditure budgets and minimising controllable costs
	Demonstrable experience of growing sales 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.
	Proven experience of handling cash and keeping accurate financial records.
	Track record of successful visual merchandising to enhance sales.
Skills and Knowledge	Ability to motivate and provide direction and support to large teams of volunteers.
	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 till systems, Amazon, financial systems for the analysis of sales
	Resilient with ability to plan and manage the day to day requirements of a shop.
	Ability to delegate effectively to get results
	Ability to work effectively as part of team.
	Effective communicator both verbally and in writing with the ability to motivate volunteers and ensure their positive 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
	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. Availability for occasional travel to London (scheduled in advance).
Values and Behaviours	Commitment to help deliver the aims and objectives of AIUK.
	Commitment to deliver a 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 and to help deliver equality and diversity as outlined in our policy.
DESIRABLE CRITERIA	
Experience	Experience of charity retail
	Experience of event management to help host shop events
	Experience of chairing and holding meetings.
	Experience of successfully selling online.
	Experience of marketing, social media and publicity.
	Knowledge of the local communities in the region.