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| JOB TITLE | National Retail Manager |
| TEAM | Social Giving and Retail |
| DEPARTMENT | Fundraising |
| REPORTS TO | Head of Social Giving and Retail |
| RESPONSIBLE FOR | Regional Managers x 2 Retail Distribution Coordinator x 1, Retail Support Coordinator x 1 Overall responsibility for circa 300 bookshop volunteers |
| SCALE | 5 |
| HOURS PER WEEK | 14 (0.4 FTE) |

OVERALL PURPOSE OF THE JOB

To lead the retail unit of the Social Giving and Retail team, providing leadership and direction to the planned expansion and operation of AIUK's retail outlets as part of our fundraising strategic goal to diversify income. Lead the development of the shops programme to maximise growth and net profit. Ensure the shops appropriately represent the brand and work of Amnesty International, facilitating community engagement with the organisation and our campaigns and fundraising. Work with retail regional managers to ensure the adequate people resourcing – primarily through a network of dedicated volunteers – and stock provision.

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. Strategy and planning

- 1.1 To work with the Head of Social Giving and Retail to develop and implement a strategy for retail fundraising and a retail operational plan that delivers the planned expansion.
- 1.2. Work with the wider Social Giving and Retail team to contribute to the overarching fundraising strategy and to achieve team objectives and plans.

- 1.3 Provide leadership and direction to the retail expansion, lease acquisitions and lease disposals including identifying opportunities and maintaining high-level contact with external suppliers such as legal and Chartered Surveyor services.

2. Operational and resource management

- 2.1 Responsible for the effective functioning of AIUK shops and other retail outlets, operating within appropriate financial, management, health and safety and governance controls. Ensuring regular monitoring and reporting on their performance, and taking appropriate action where needed.
- 2.2 Provide line management support and direction to the Regional Retail Managers (and one Bookshop Team Lead – interim measure). Support and give direction to line reports in the recruitment, retention and motivation of bookshop volunteers (currently around 300 volunteers).
- 2.3 Provide oversight and support to Regional Retail Managers to ensure successful outcomes for shop and retail outlet openings, relocations and closures.
- 2.4 Set, with the Head of Social Giving and Retail, the annual income targets and expenditure budgets and other KPIs. Developing a pricing strategy for the shop portfolio and other key metrics. Work with the Regional Retail Managers Monitor performance against financial and other KPI targets, reforecasting and developing corrective action as appropriate.
- 2.5 Provide oversight and support to Regional Retail Managers and the Retail Support Co-ordinator for shops fit outs and shop maintenance, maintaining appropriate health and safety and including the procurement of suppliers or contractors in line with AIUK policy, requesting and negotiating quotes or tenders for works.
- 2.5 Develop and maintain relationships with internal functions e.g. finance design, facilities and digital team to ensure organisational support for the shops and resolution of issues as they arise.
- 2.6 Set standards for the management of AIUK shops and other retail outlets including the implementation and oversight of fundraising policy and retail procedures, including stock management, driving stock turn, book and product distribution, pricing policies and strategies, and best practice, ensure optimum use of AIUK's retail spaces.
- 2.7 Ensure that effective and appropriate financial controls are in place at all retail and sales outlets, and that accurate and timely financial returns are made, including cash handling and banking, till system management, Gift Aid and VAT.
- 2.8 Work with the Regional Retail Managers and the Commercial Executive to maximise sales of Amnesty merchandise within our retail outlets.
- 2.9 To work with the Head of Social giving and Retail, Fundraising Leadership team, and, Social Community Campaigning to develop and implement ways for the public to engage in our campaigns and fundraising across the bookshops.
- 2.10 Undertake research and advice on retail market trends, within commercial and charity retail sector to develop and lead processes to implement best practice and lead continuous business improvement.

3 Health & Safety

- 3.1 Responsibility for ensuring that the bookshops are safe places to work and trade from and adhere to all Health and Safety legal requirements. Working with the Facilities team to secure expert advice. The post holder will work with the Retail Support Co-ordinator and Regional Managers to ensure that this advice is put into practise and, that required maintenance works are carried out and that each shop conducts routine and documented health and safety checks to ensure legal compliance.
- 3.2 To take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public

4. External environment, relationships and networking

- 4.1 Maintain good relationships, and work closely with, those outside the organisation who are necessary to the success of this role, including estate and property surveyors, leaseholders of properties, event organisers, fulfilment services, book dealers and publishers, lawyers, local Council representatives, Volunteer Bureau etc.
- 4.2 To represent, and act as advocate for, AIUK at relevant forums and organisations and ensure the organisation's values and aims are effectively communicated and represented.
- 4.3. Undertake research and advise on retail market trends, within commercial and charity retail sector to develop and lead processes to implement best practice and lead continuous business improvement

5. Equality and Diversity

- 5.1 To ensure that the bookshops adhere to the Equality Act and where possible are accessible places for all.
- 5.2 To deliver all aspects of this job description in accordance with AI UK's Equality and Diversity Policy

6. Other

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

July 2019

| PERSON SPECIFICATION Retail Manager | |
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| ESSENTIAL | CRITERIA |
| Experience | Extensive retail (ideally charity retail) experience including the management of retail outlets across multiple shop sites. |
| | Experience of developing and implementing a retail strategy |
| | Substantial experience of staff management including motivation, performance and development: Managing managers to yield high returns. |
| | Experience of managing or working closely with teams of volunteers |
| | Experience of financial systems and monitoring across a multi-site operation. |
| | Experience of successfully managing a retail property portfolio including shop acquisitions relocations, closures and lease negotiation. |
| | Experience of maximising income through online selling. |
| | Experience of constructing and managing budgets of approx. £1m. |
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| Skills and Knowledge | Ability to think, plan, work strategically, and lead the retail team in successful implementation of strategy. |
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| | Experience of retail and merchandising related software |
| | Highly numerical |
| | A sound knowledge of the retail and charity retail sector, including of relevant regulation and legislation. |
| | Excellent knowledge of Health & Safety as it applies in the retail sector |
| | Ability to plan and manage several different projects simultaneously and manage a team based across the UK. |
| | Ability to motivate staff and volunteers and ensure their effective contribution to the organisation |
| | Ability to procure and manage contracts and services with external suppliers and agencies |
| | Ability to organise and prioritise a demanding workload, personally and for the wider retail team. |
| | Creative, with an ability to develop and implement innovative solutions and ideas. |
| | Ability to develop productive relationships with internal and external stakeholders, to achieve optimised outcomes for the retail team |
| | Able to ensure the delivery of a first-class customer and supporter experience |
| | Excellent interpersonal and communication skills. |
| | Persuading and influencing skills |
| | Ability to work unsocial hours on a regular basis, usually scheduled in advance, and/or occasionally to stay away from home overnight (overnight stays to be scheduled in advance) |
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| 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, UK policy, relevant regulation, and legislation. |
| | Understand the Equality Act and how it applies to the retail sector. Commitment to equality and diversity. |
| DESIRABLE | |

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| Qualification | Marketing or retail/commercial qualification |
| Experience | Experience of working in not for profit or charity sector |
| | Experience of the book trade. |