

## Job Description

Title:	<b>Retail Development Manager</b>
Salary:	<b>£35,000 per annum</b>
Hours:	<b>35 hours per week</b> (may involve some weekend working)
Location:	<b>Flexible. Can be Watford H.O. based or remotely based within reasonable travelling distance of the centres</b> (the role will require occasional visits to other sites)
Term:	<b>Permanent (3 month probationary period)</b>
Reports to:	<b>Chief Executive</b>
Direct Reports:	<b>5</b>

### **Purpose of the post:**

The Retail Development Manager is responsible for maximising the income and profit sustainability, as well as growth strategy, of our retail business streams through the effective management of people, resources and budgets.

To work collaboratively with our customers and internal stakeholders to strengthen our physical and Online retail operations, acting as the management lead for all our trading workstreams.

### **Key Duties and Responsibilities:**

#### **1. Strategy and oversight**

- 1.1 Deliver the vision and strategy for our retail stores in coordination with the Chief Exec, increasing engagement and purchase frequency of our supporters to drive growth in physical and digital
- 1.2 Drive forward the growth and development of our Online e-trading operations
- 1.3 To oversee the running of all Trading channels with full responsibility of delivering the agreed budget
- 1.4 To monitor and report on channel performance; identifying any anomalies, successes and learnings. Make recommendations for the future as required
- 1.5 Ensure a consistent level of operational standards and performance across all trading areas
- 1.6 Work with the Operations director and Centre Managers to develop all Trading activities as ambassadors for the brand, aligned to the Trust's strategy and values

#### **2. Physical Retail Operations**

- 2.1 Drive all sales opportunities, constantly seeking to improve productivity while managing all costs within budget,
- 2.2 Develop an effective stock management process
- 2.3 Ensure merchandising standards are inspirational and relevant to the trading calendar
- 2.4 Develop product assortment and commercial calendar for Retail activity. Plan effectively for key trading events and ensure effective implementation
- 2.5 Monitor divisional sales and profit, delivering appropriate action, including stock loss and markdown / wastage plan
- 2.6 Effectively manage relevant third parties to drive performance and cost effectiveness
- 2.7 Ensure that Trading operations are fully compliant at all times with trading standards legislation, health & safety legislation and security standards

### 3. Online Operations

- 3.1 Upload new items and maintain the Online shopping site, to reflect accurate stock availability and pricing
- 3.2 Analyse product performance and merchandise the website to improve conversion rate and KPIs such as Items per Order and AOV
- 3.3 Oversee Online shop stock; sourcing new items to meet the strategic objectives and ensuring adequate replenishment of supplies as needed
- 3.4 Oversee the processing and fulfilment of Online orders, including banking, receipt sheets and uploading data to CRM as required
- 3.5 Work with Centre managers to maximise sales from and identify growth opportunities for, E-commerce channels such as E-bay, Facebook and Amazon

### 4. People Management

- 4.1 Lead, inspire and develop our store teams, creating high performing and trusting teams that work collaboratively
- 4.2 Manage the completion of performance cycles, addressing performance issues and developing improvement plans where required
- 4.3 Ensure that key business messages are cascaded effectively to all members of the team
- 4.4 Organise resources, including use of Volunteers, to ensure customer satisfaction, productivity, profitability and growth

### 5. General

- 5.1 Attend any Team and other internal or external meetings as requested
- 5.2 Attend relevant training and personal development opportunities in order to fulfil the requirements of the post.
- 5.3 Adhere to all NAWT policies and procedures and assist the organisation in developing, implementing and monitoring them, including Equal Opportunities, Risk Assessment and Health & Safety policies.
- 5.4 Carry out any other duties relevant to the post as directed by the Chief Executive or Board of Trustees.

PERSON SPECIFICATION		
Experience / Skills	Desirable	Essential
Proven experience within a retail / commercial environment at an operational management level		Yes
A good understanding & experience of retail business levers – Operations, Visual merchandising, Omni-channel services, and managing physical retail stores and assets.		Yes
Experience of Charity retail industry	Yes	
Strong ability to build relationships with cross functional teams		Yes
Experience of leading and developing a team		Yes
The ability to work using your own initiative and to prioritise workload		Yes
An understanding of CI methodology	Yes	
A full UK driving License		Yes

THE PERSON
<p>The successful candidate will have a proven track record of achievement in a multi-site retail business environment within the retail or Charity retail sector. You will be able to review, set and monitor shop budgets, along with the ability to review and interpret complex financial data.</p> <p>You will be a strong communicator, connecting with your team to engage them in your plans; passionate about leading a high performing team that strive for service excellence.</p> <p>You will be able to work in a fast-paced environment with an eye for detail and an ability to execute plans first time. You will be agile and an effective decision maker with strong resilience under pressure.</p>