



Job Description

Job title:	Head of Retail
Hours of Work:	37.5 Hours per week On-call responsibility as part of this role
Base:	Barnsley Hospice Retail sites and Barnsley Hospice
Department:	Income Generation
Reporting to:	Director of Income Generation
Responsible for:	<p>The post holder will lead the Hospice's Retail division with accountability to develop and lead the strategic direction and sales performance for Retail, Ecommerce, Operations, Distribution & Logistics for Barnsley Hospice.</p> <p>This role encompasses developing and implementing commercial and operational strategies, focusing on maximising contribution for the charity through a Retail Hub, E Retail and events, by leading and empowering employees and volunteers, driving sales and profit growth through donated stock and gift aid, managing costs and working cross-functionally in unison with the wider Income Generation team.</p> <p>The role will also focus on growing Barnsley Hospice's retail offering, through securing and opening additional premises to deliver significant growth of this channel of income.</p>
Job Purpose:	<p>We are looking for a commercially minded, inspiring Head of Retail to lead and grow our charity's retail function. The role will lead on the strategic direction and future expansion of Barnsley Hospice's retail portfolio, maximising income and profit sustainability through effective management of people, resources and budget.</p> <p>The role will require working in a mix of retail and office environments.</p>
Organisation summary	
<p>Barnsley Hospice is a charity that provides specialist palliative and end of life care to hundreds of local people and those close to them each year. Our main priority is to achieve the best possible quality of life for people living with a life-limiting illness, whilst supporting those close to them during the period of illness and bereavement. As a specialist care provider, the range of skills we offer include, pain and symptom management, emotional support and end of life care. The hospice currently employs about 100 people and has a team of volunteers, based both at the hospice and within our Retail Hub. We are committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQIA+ candidates and candidates with disabilities because we are committed to increasing the representation of these groups at Barnsley Hospice.</p>	



Key duties & responsibilities

Revenue & Profit Growth

1. Develop and implement commercial and operational strategies for our retail HUB, ecommerce channels and retail events, to grow sales and contribution, drive physical and online footfall and conversion and generate awareness of the charity.
2. Lead the planning, implementation and evaluation of the Retail Strategy
3. Collaborate with teams across the hospice to align activities and in particular work with Fundraising, Communications and Marketing teams to deliver integrated marketing and fundraising plans.
4. Review and implement any retail operational efficiencies.
5. Set, monitor and analyse sales and KPIs for the retail hub, ecommerce and retail events
6. Develop strategies to optimise gift aid donations.
7. Work with the Director of Income Generation to create budgets and forecasts at shop and business level.
8. Stay abreast of trends and best practice within the charity retail market.
9. Identify and lead on securing and opening new shop locations.
10. Lead the process and standards to determine stock pricing in store and online.

Customer Experience

1. Ensure a consistent and high-quality customer experience.
2. Seek out customer feedback, evaluating it and making changes where appropriate and ensure any complaints are addressed and resolved promptly.
3. Actively work with direct reports to ensure there is a customer first mentality in place.
4. Constantly look for ways to improve store environment, work with teams to create a visually exciting environment.
5. Implement and manage merchandising standards and guidelines across the shops.

Performance Reporting

1. Establish and provide detailed analysis of commercial performance to help direct and optimise sales.
2. Develop HUB, retail events and Ecommerce commercial capabilities to analyse their individual performance.
3. Provide relevant and timely reports to the Director of Income Generation to assist with profit forecasting.
4. Embed the use of the EPOS to ensure data is used to inform decision making

People & Culture

1. To provide professional leadership and drive the performance, motivation and direction to Retail Team
2. Create a high-performance inclusive culture and the conditions to attract and retain and enable staff and volunteers to flourish in their roles and contribute to Barnsley Hospice strategic objectives.
3. Develop and implement a sustainable Retail volunteering strategy
4. Ensuring shops have appropriate staffing levels.
5. Lead and motivate the Retail team to drive performance.
6. Develop and implement performance management processes to ensure the Retail team is operating at the required standard.
7. Conduct performance reviews and provide constructive feedback and developmental objectives that are owned by individual team members.



Governance, Policies and Standards

1. Lead the development, implementation and management of retail standard operating procedures to ensure appropriate governance, consistency and best practice.
2. Drive business process improvements to raise the bar in performance and to improve opportunity for growth and efficiencies.
3. Ensure adherence at all times to company procedures, security procedures and policies, maintaining a safe working environment
4. Responsible for managing retail estates and liaising with facilities and finance when required.
5. Lead the identification of new shop opportunities and target locations.
6. Critically analyse location performance.
7. Oversee the effective governance, awareness and training of health and safety across the shop estate

Other Responsibilities:

1. To undertake any other duties, commensurate with the role as required by the Hospice.
2. To act as an ambassador of the Hospice, maintaining honesty, integrity and trustworthiness at all times.
3. The post holder will be expected to maintain strict confidentiality at all times.
4. The post holder will ensure that they are aware of and apply health and safety and fire precautions.
5. The post holder will ensure that clinical risk management and safeguarding procedures and relevant good practice guidelines are followed at all times.
6. The post holder is to ensure data protection is maintained at all times.
7. The post holder will be flexible in terms of working hours in order to meet service needs.
8. The post holder will take part in the senior manager on call rota no additional remuneration is paid
9. The post holder will support the Hospice as required, across the range of duties as appropriate within the grading of this post. In the context of rapid and ongoing change within the Hospice, the above responsibilities represent the current priorities and requirements for the post. These priorities will develop and evolve over time. Any significant changes will be the subject of full communication and consultation with the post holder.

Person Specification

PERSON SPECIFICATION		
Knowledge and educational achievements	Essential	Relevant degree or equivalent experience (e.g. Business Management, Retail Management, Marketing, or similar) or significant senior retail experience in lieu of formal qualifications
	Desirable	



Experience and work achievements	Essential	<p>Proven experience in a senior multi-site retail management role, with a strong track record of achieving sales targets and managing operations.</p> <p>High evidence in Leadership, Team and Organisation Change.</p> <p>Highly commercial with strong P&L, analytical and problem-solving skills</p> <p>Demonstrable experience accelerating sales and profit turnaround.</p> <p>High experience in implementing new and transformational projects and process improvements working in a way to gain high buy in and adoption.</p> <p>Strong commercial and visual merchandising capabilities.</p>
	Desirable	<p>Experience in growing and running e-commerce channel and operations.</p> <p>Experience in running Warehouse and stock management processes</p> <p>Understanding of the values and culture underpinning the charity and hospice sector and how these impact on the retail environment.</p>
Skills and abilities	Essential	<p>Excellent communication and interpersonal skill</p> <p>Proficiency in retail management software and Microsoft Office Suite</p> <p>Excellent and charismatic communicator and influencer with high interpersonal skills.</p> <p>The ability to lead from the front with credibility and compassion setting out the right culture and standards for high performance.</p> <p>Inquisitive mindset with the confidence and capability to ask the right questions to help analyse and drive performance.</p> <p>Highly collaborative and inclusive in approach.</p>
	Desirable	<p>Experience of onboarding new EPOS</p> <p>Experience of opening new premises</p>
Personal attributes	Essential	<ul style="list-style-type: none"> • Strategic Thinking. • Customer Focus. • Commercial & Financial Acumen. • Leading, Building Teams & Influencing. • Honest and trustworthy • Flexible in terms of duties, working hours, across seven days and location
	Desirable	<p>Business Process Improvement & Problem-Solving</p> <p>Adaptability.</p>

This job description is not an exhaustive list but it shows many of the aspects to this role.



Our Values and Behaviours:	
<p>Ambition: <i>We aim high and look for ways to improve ourselves, our services, reach more people and play a leading role.</i></p> <ul style="list-style-type: none"> • We set high standards for ourselves and the services we provide. • We seek every opportunity to learn: from our successes and our mistakes. • We take a flexible and creative approach when seeking opportunities and solutions. <p>Collaboration: <i>We are inclusive and work in partnership with others to achieve shared goals and get the best outcome possible.</i></p> <ul style="list-style-type: none"> • We value diversity in its broadest sense and take meaningful action to create an inclusive environment. • We seek out and nurture partnerships so we can achieve more together. • We are welcoming and friendly. <p>Compassion: <i>We are caring and treat everyone with kindness and respect.</i></p> <ul style="list-style-type: none"> • We show empathy and consideration towards others. • We are genuinely caring and respectful in our interactions with others. • We are generous with our time and attention, and value the people around us. <p>Integrity: <i>We are honest, communicate clearly and openly, and take responsibility.</i></p> <ul style="list-style-type: none"> • We are open and honest with ourselves and others. • We are trustworthy and reliable and deliver on our promises. • We are professional and take our responsibilities seriously. 	<p>Assessment method – application form and interview</p>