

# Retail Manager, Bournemouth – Job Pack



# About us



At Wessex Cancer Support our vision is a future where everyone in Wessex has access to personalised support that empowers them to live well with and beyond cancer.

Every year over 14,000 people are diagnosed with cancer within the Wessex region (Hampshire, Dorset and the Isle of Wight). A diagnosis can be a shock and have a huge impact on an entire family and Wessex Cancer Support services are available to people with cancer, and those impacted by the diagnosis and treatment of a loved one. We help and support anyone affected by cancer regardless of age, gender or type of cancer. Our dedicated team is committed to offering free support for as long as people need it, away from a hospital environment.

All our services are provided free of charge; we have four drop-in Cancer Support Centres, and we are currently rolling out local outreach projects which includes an online service. Clients visiting any of our services are welcomed by volunteer befrienders who are trained to provide information, support and a listening ear. Our Wellbeing Co-ordinator will then meet with all new clients to agree a personal treatment plan to help deal with the emotional impact of cancer, improve well-being, help with pain management and increase self-confidence. The plan could include joining a support group or having individual appointments with one of our team of specialist counsellors and therapists. We also provide health and well-being information, exercise programmes, Sing for Life Choirs, and courses to help clients live well with and beyond cancer, plus a transport service for people from the IOW and the Channel Islands visiting the mainland for cancer treatments.

The charity relies on income from donations, legacies and our 5 charity shops to fund our work.

## Our Vision and Mission

### Our Vision

A future where everyone in Wessex has access to personalised support that empowers them to live well with and beyond cancer.

### Our Mission

To engage with local communities to help improve the emotional health and wellbeing of anyone affected by cancer.

# Our Values and Behaviours



Our values drive everything we do – the services we provide, the decisions we make, the actions we take, the partners we choose, the way we treat each other. They are our statement about what matters to us, and how we hold ourselves accountable for our own behaviour.

## We're **compassionate**

We do everything with kindness and care

- We take time to listen
- We strive to understand one another
- We are considerate when we respond to others
- We treat people as individuals and don't make assumptions

## We're **purposeful**

We always aspire to go above and beyond, and we take responsibility for the decisions we make.

- We have a can-do attitude
- We are accountable and understand that our behaviour and approach reflects on the charity
- We use initiative and evidence to prioritise effectively and achieve the best outcomes
- We maximise time in the most effective way
- We take responsibility for our own personal professional development

## We're **inclusive**

We offer a warm and friendly welcome to everyone. We celebrate and embrace the differences that shape who we are. Our door is open.

- We are friendly and approachable
- We are non-judgemental
- We challenge and root out prejudice
- We stay up to date with current terms and avoid using words and language that may offend

## We're **collaborative**

We work with others so that we can always do our best for people with cancer and their loved ones.

- We respect other people's opinions
- We share knowledge and skills openly and try to help others whenever we can
- We participate in discussions, but do not dominate.
- We discuss matters objectively to find the best outcome.
- We proactively seek and accept feedback, using it to improve
- We give constructive, honest and open feedback
- We endeavour to be a great role model to others

# A letter from our CEO



Dear Applicant

**Thank you for your interest in this role with Wessex Cancer Support.**

It's an exciting time to work at WCS: two thirds of the way through our current 3-year strategy, *Cancer Support for All*, we're seeing tangible outputs that will shift the dial in what we can achieve to support anyone affected by cancer, and we are beginning work to develop our next 5-year strategy.

Yes, the past few years have been tough. But we've emerged as charity which is financially robust and has an excellent reputation for delivering high quality emotional and wellbeing cancer support.

We currently have five shops across the Wessex region, and we are really excited to be opening our sixth shop in Bournemouth! All profits help to fund our support services for people with cancer. The shops have a fantastic mix of fashion, bric-a-brac and household items and are focused on encouraging more sustainable shopping. We also have an online charity shop, and each of our shops is committed to growing online sales. We're looking for someone to join the team in our brand-new shop in Westbourne, Bournemouth. You should have a can-do attitude, bags of initiative and a strong focus on offering excellent customer service.

This is a great opportunity for a local person to make a real impact in our new Bournemouth shop, helping us to reach more people affected by cancer in the Wessex region.

We offer a supportive work environment, in addition to a range of benefits which include:

- A competitive salary and annual leave entitlement
- Contributory pension scheme
- Life assurance scheme
- Employee Assistance Programme, which offers GP appointments, counselling, and fitness and nutrition support
- Cycle to work scheme
- Free parking at head office
- Mental health first aiders
- A personal development programme



We look forward to receiving your application.

Warm regards

A handwritten signature in black ink that reads 'Rachel'.

Rachel Billsberry-Grass



# Job Description



Job Title:	Shop Manager – Wessex Cancer Support Trading Ltd
Reporting to:	Director of Retail
Based at:	Wessex Cancer Support Charity Shop, 63 Poole Road, Westbourne, BH4 9BA
Job Purpose:	To manage the Wessex Cancer Support shop in Westbourne, Bournemouth maximising sales and profitability whilst leading and developing a first-class team of staff/volunteers and ensuring the shop is fully engaged with the local community. Taking ownership of the store with overall responsibility for the team and volunteers, working to set targets, objectives and KPI's. To ensure the smooth running of the shop, with responsibility for supporting the shop team in enhancing our online retail offering.
Working Hours:	5 days per week (37.5 hours) contracted, which will include working at weekends (the shop will be open 7 days per week)
Salary Band:	£22,500 per annum, rising to £23,808 on successfully completing 3 months' probation (pay award pending)

## Principal Responsibilities

- Managing the Store to drive sales and achieve the charity's objectives whilst providing the highest standards of customer service.
- Being a key ambassador for Wessex Cancer Support promoting the vision and the mission of the Charity.
- Working with the team to achieve shop and online sales and gift aid targets and all other KPI's
- Representing the charity whilst getting involved in the community/local marketing and events.
- Ensuring the team are trained in pricing, sorting, and replenishing stock, and are able to produce excellent displays in store. Managing these activities and assisting where necessary.
- Maintaining excellent displays in store and in the windows.
- Making sure that appropriate levels of stock are on display in store and that stock is replenished when necessary.
- Focusing on excellent customer service and upselling.
- Maintaining exceptional standards in housekeeping, cleanliness and tidiness. Keeping back areas free of clutter and tidy.
- Taking responsibility for the security of the shop premises, maintenance issues, stock and all monies.
- Ensuing weekly and monthly receipts are collated, together with records of sales and forward to the Finance Team.
- Following all shop procedures and guidelines as listed in the company handbook.

### General Duties

- Be a respected ambassador of the Charity's brand, values, mission and aims.
- Work as an effective member of the team and support the goals of the team as a whole.
- Abide by all responsible requirements of the Charity's Health and Safety policy.

## **Job Overview**

- To proactively source quality stock from members of the public and corporate donors
- To Achieve and exceed all KPI's and take initiative to address any issue.
- Lead, develop and inspire a team of 1st class staff and volunteers.
- To be an ambassador for Wessex Cancer Support by actively reflecting the ethics and mission of the charity.
- To actively promote the shop to become the hub, thriving at the centre of the community.

## **Sales**

- Achieve profit targets by maximising sales and minimising costs.
- Action daily health check floor walks as per guidelines to ensure high standards are achieved and maintained.
- Actively support any fundraising promotions as directed.
- Implement promotional activity as directed by Head of Retail.
- Analyse reports to identify opportunities to maximise the potential of different product categories.
- Achieve gift aid budgets and seek opportunities for continued growth in gift aid.
- Maintain high standards of presentation, merchandising and housekeeping throughout the shop and back of house.
- Implement all POS as directed and in line with marketing brief.
- Taking responsibility in the development of the online shop to achieve budget and taking remedial action in the event of any shortfall.
- Regularly complete competitor analysis to best understand how to drive sales and profit.

## **Stock**

- Actively encourage the public to donate saleable stock through strategic stock generation plan.
- Build relationships with corporate donors to generate regular supply of new donated goods.
- Actively promote and achieve the required gift aid conversion rates and manage the gift aid process to HMRC requirements.
- Liaise with Head of Retail and other Shop Managers processes to ensure adequate supplies of stock are sent to the shop or out to support other shops.
- Ensure there is adequate and regular flow of stock from the storeroom to the shop floor to achieve required stock density and rotation targets.
- Ensure stock is of merchandised to WCS standards and displayed and priced to the approved level for the shop demographic.
- To make sure that the Shop Team are aware of prohibited goods as per the directive
- Comply with all instructions regarding the sale and stock control of bought in goods.

## **Staff and Volunteers**

- Actively recruit volunteers and provide ongoing training and development to ensure the team are equipped to perform their roles effectively.
- Organise rotas to ensure the shop runs efficiently and so shop floor and back of house tasks are fulfilled in a timely manner.

- Create an organised, efficient and fun environment for staff and volunteers to thrive.
- Leading the team in creating a culture where treating each other with respect and dignity are at the fore.
- Manage performance by holding regular reviews and taking action to address any issues with behaviour or performance.
- Ensure that staff/volunteers comply with WCS policies.
- Actively promote WCS policy on Equality, inclusion and diversity and ensure adherence.

### **Customer Service**

- Lead by example to create a warm, friendly environment that puts the customer at the heart of the business.
- Ensure all customers, donors, contactors and staff from all departments are treated in a polite, friendly and respectful way.
- Making sure that our online customers receive fast and efficient delivery of ordered goods.
- Dealing with any complaints politely and effectively to avoid escalation and damaged reputation.
- Actively looking for feedback from customers to create an ever-improving environment and actioning any negative comments on the Snapshot Report (Mystery Shopper).
- Growing the shop to be at the heart of the community and look to involve the shop in local activity.

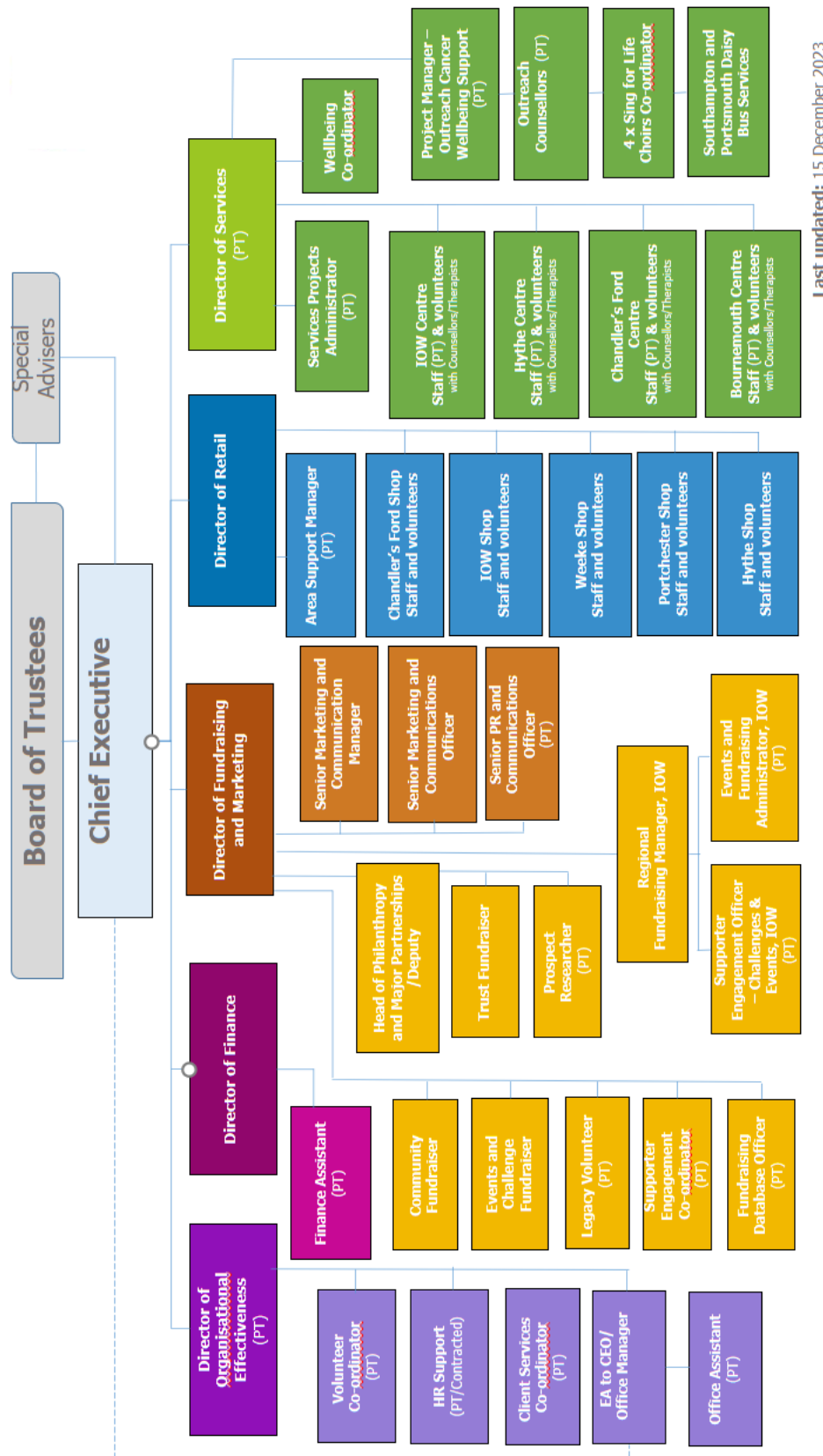
### **Health, Safety and Security**

- Ensure all relevant administration is completed on time and according to WCS policies and procedures.
- Undertake regular banking to minimise risk.
- Ensure all financial, cash handling and security procedures are adhered to as per policies and procedures.
- Undertake regular checks to ensure compliance and action key points on the most recent Minimum Standards Audit.
- Take responsibility for all shop keys.
- Notify Head of Retail where there is any breach or suspected breach of Security, Health or Safety.
- Ensure all staff take responsibility for their personal possessions by providing lockers.
- Follow all IT processes, requests and actioning emails as required.
- Provide an environment that protects all staff, volunteers and the public.
- Report any maintenance to Head of Retail.

### **General:**

- Any other duties as appropriate

# Organisation Chart



Last updated: 15 December 2023



# How to apply



Please send your CV and a statement of no more than 1 page outlining your suitability for the role to [jobs@wessexcancer.org.uk](mailto:jobs@wessexcancer.org.uk).

Please be aware this advert will remain open until the vacancy has been filled. Interviews will take place throughout this period; therefore, we encourage you to apply early to avoid disappointment.

## **Equality, Diversity and Inclusion**

Wessex Cancer Support is committed to being inclusive and welcoming of diversity; please see our strategy and policy for further information. To measure our success in this area, we invite you to complete a very brief anonymous survey (link below). All information collected is confidential and anonymous; we appreciate that this information may be sensitive, and completion of the form is entirely voluntary.

<https://www.wessexcancer.org.uk/edi/>

If you have any questions at all regarding our EDI Strategy, the completion of this survey or would like the survey in an alternative format please contact [jobs@wessexcancer.org.uk](mailto:jobs@wessexcancer.org.uk)



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# Supporting Local People Through Cancer

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