

VACANCY

Retail Sales Manager

Department	Sales – Cannock	Reporting to	Cluster Store Manager
Salary	Between £9.75 per hour and £10.35 per hour dependent on experience (paid overtime available throughout the year)	Direct Reports	Customer Service Assistants Sales Assistants
Hours	Average 33 hours per week (further details below)	Designation	Permanent - Non Post Holder (4)
Benefits	<ul style="list-style-type: none"> ➤ 30 days holiday (198 hours) inc Bank Holidays, pro rata for part time employees ➤ Access to Newlife Pension Scheme ➤ Staff discount of 20% from 12 weeks (increasing to 30% after 1 year) ➤ Access to Childcare Voucher Scheme ➤ Health Cash Plan at level 1 upon completion of probationary period (estimated saving of £980 per year) ➤ Allocated parking permit for free onsite parking 		
Conditions	<ul style="list-style-type: none"> ➤ Essential criteria must be met ➤ Appropriate, acceptable employment references must be supplied ➤ Successful completion of 26 week probationary period ➤ Access to a car 		
Equipment	<ul style="list-style-type: none"> ➤ ID badge 		

About Newlife:

Simply put, Newlife's mission is to change lives; to change the lives of those we so passionately serve. Newlife exists because there are an estimated 1 million disabled children in the UK today, many need help and support. We believe that disabled, terminally ill children and their families deserve to have:

- The vital equipment they depend on. Such equipment makes a real difference to the daily lives of disabled, terminally ill children and their families, giving them the quality of life they deserve. What's more we believe that disabled children should get this equipment when they need it which is why Newlife runs the UK's only emergency service. This service provides equipment to children who are in urgent need of equipment because they are unsafe, suffering needless pain or are terminally ill, often delivering across the UK within 72 hours. Newlife is now the UK's largest charity provider of this specialist equipment for disabled and terminally ill children.
- A trusted, confidential service that families can turn to. Newlife's free national helpline and online chat service is run by qualified nurses and supported by other dedicated healthcare professionals providing information and support when it is really needed.

- Real hope for the future. Newlife funds pioneering Medical Research at leading UK Hospitals and Universities, to identify anomalies in genes that cause birth defects, to find new treatments and to find new techniques which may, in the future, prevent these devastating conditions from ever occurring.
- A voice. Newlife campaigns for change to get a fairer deal for families with disabled children. Many parents feel they have an uphill battle to get the support they need. Newlife helps give them a voice on important issues to overcome isolation and seek out improvements. Newlife highlights important issues and campaigns for change at both national and local government level.

Known for our commitment, integrity, passion, creativity and compassion, Newlife is the UK's leading child health and research charity. Our vision is to ensure that children with disabilities or terminal illness and their families are fully supported, have the assistance they need, have health improved and that decision makers understand and respond to their needs.

You can find out more about Newlife the Charity for Disabled Children by visiting our website: www.newlifecharity.co.uk

Post Summary:

The Sales Manager role in Newlife is unique, in that it allows you to create the extraordinary by assisting the Cluster Store Manager with driving sales in your store in turn to generate money for Disabled Children. Our stores are not charity shops but instead a heaven for bargain hunters and savvy fashionista shoppers that wish to buy high street products at discount prices. No two days are the same, due to the nature of the business the product type can change therefore you have to be a quick thinker and fast on your feet to change the layout and merchandising to drive sales. You must be commercially minded, people focused, deliver operational excellence and put the customer first at all times.

You will work an average of 33 hours per week on a 9 week rolling rota: 3 early shifts (8am to 4pm), 3 late shifts (2pm to 10.30pm), 3 rest days. The rota involves working 2 full weekends off, 2 full weekends working and 5 weekends which involve either a Saturday or Sunday working.

The organisation culture is based on a clear Mission, Vision and Values (MVV) which you will assist in implementing throughout your team, by role modeling the behaviors at all times.

You will need to have previous retail management experience and you will assist with the maximisation of retail Sales and Profit through supporting the effective day to day management of a sales team that will be made up of both paid employees and volunteers, live and breathing KPI's, use your creative ability and imagination to merchandise the product to a high standard and drive the delivery of excellent customer service.

We are looking for someone with passion for both retail and generating money for disabled children, has operational experience (cashing up, stock release and ensuring all company procedures are followed), ability to drive sales and profit, good communication skills, self-confidence and the ability to engage quickly with and motivate a diverse team.

You will also need to be flexible in your approach to work to cover additional hours where required and be willing to cover at other Newlife stores on occasion.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

Essential Requirements: You must have:

- Previous experience working in a retail environment at a management level.
- Previous operational experience (cashing up, stock release and ensuring all company procedures are followed).
- People management experience, including: recruitment, inductions, training and performance management issues.
- Excellent communication skills allowing you to engage quickly with your teams, wider Newlife employees and customers visiting the store.
- Ability to demonstrate effective customer service through your team.
- Ability to support the delivery against a number of KPI targets.
- The ability to lead, motivate and engage your team to deliver service and targets.
- Ability to manage performance within your team using policy and procedure.
- Enthusiasm and be a self-driven individual who can use their initiative.
- Ability and experience in delivering and driving customer service in a busy retail environment.
- Great attention to detail.
- Experience of administrative and back office processes that are related to a sales management role including reporting.
- Experience of being a key holder with responsibility for opening and closing a store.
- Experience of stock loss and store security including security checks.
- Excellent IT skills, proficient in Word, Excel, Access and Outlook.
- Flexibility to meet the requirements of the management rota including availability to work evenings and weekend.
- Good numeracy and literacy ability

Desirable Requirements: You could have:

- Prior experience of working for a charity.
- Prior experience of working in or with a warehouse
- Experience in staff scheduling / rota's.

Primary Responsibilities:

In respect of Newlife you will have responsibility for:

Compassion

- Help develop a culture which is reflective of the Mission, Vision and Values (MVV) which you will help drive throughout your team, by role modeling the behaviors at all times.
- Lives and breathes KPI's: takes a resilient approach, knowing when to adopt their approach with the team to maintain high levels of motivation and engagement.
- Reporting any deficiencies in facilities within your store which detrimentally affect the customer experience or puts any staff, contractors, visitors or customers at risk.
- Demonstrating diligence for safeguarding stock, equipment, consumables including management of entry/exit points, assisting with security checks where required.
- Provide attendance at alarm call outs as required.
- Show resilience, taking feedback on board and delivering any feedback in a positive way to ensure the team remain engaged.
- Know when it is appropriate to drive forward own views, provide challenge or when to let things go.

Make things happen

- Exceeding expectations of commercial targets and KPI's (round up, refund conversion, growing customer database, ATV, ASP to name a few).
- Creating energy and pace.
- Supporting and coaching the team to review sales floor layouts, commercial reports and market trends to ensure every opportunity is maximised.
- Training of all Customer Service and Sales Assistants to ensure understanding of operational requirements including till and cash handling and customer service.
- By knowing your market, proactively seeking, anticipating and responding to shifts in fashion trends and new sales opportunities in support of the Duty Sales Manager.
- Be proactive, creative and commercial to sell the product allocated.
- Assist the Cluster Store Manager to develop and implement SLAP (Stock Loss Action Plan), review on a monthly basis.
- Feedback in a positive constructive manner opportunities related to: events, stock (depth and width), marketing, promotions and service.

Leading in the field

- Deliver profitable sales through: stock rotation to minimise discount, effective stock ordering, maximize sales opportunities, control costs and building customer loyalty.
- Ensures the behaviors, ways of working product handling and merchandising in store avoids the perception of being a charity shop whilst ensuring stock availability and merchandising standards are met.
- Make sure every item on the shopfloor is priced.
- Support Newlife's Omni Retail Strategy.
- Delivery of operational excellence in all processes: standard BOH, cashing up, stock release opening / closing the store and ensuring all company procedures are followed.
- Stock release of desirable / premium brands to create bounce back and excitement.
- Exceeding on implementation of the Retail Strategy.
- Driving sales on Multi lines through high standards of execution, product presentation and maintaining 100% stock availability.
- Being self-aware and proactive about your own development.
- Identifying local opportunities for events working alongside Comm's and Multi-Channel Manager.
- Delivering visual excellence at all times on both mixed stock and multi lines.
- The opening and closing of the operation when on duty.
- Completing cashing up of all store takings as scheduled and in line with Newlife policies and procedures, liaising with the Retail Manager / Finance team where issues occur.
- Ensuring completion of any relevant reports and operational administration.

People at our heart

- Creation of a mentality of Customer First at all times, ensure customer first and task second, a heads up mentality on the floor and ensure customer remains at the forefront of everything.
- Creation of a great place to work.
- Supporting the recruitment, induction and training of staff and volunteers.
- Helping to deliver a high standard of silent service.
- Resolving customer complaints to achieve win:win for both Newlife and the Customer.
- Ensuring you and your team effectively work across functions through effective

communications and building relationships.

- Ensuring effective communication between yourself and the Cluster Store Manager.
- Creating of a supportive sales floor culture to enable all retail team members to develop and maintain confidence, consistently perform to their true potential and use initiative to pro-actively and effectively deal with challenges.
- Training and developing of all employees at this site to ensure consistent understanding of all operational requirements including till procedures and cash handling, the delivery of excellent customer service and merchandising.
- Working closely with your sales team to ensure compliance with all Newlife performance requirements, policies and procedures and in conjunction with the People team, implement appropriate formal action in line with Newlife disciplinary and performance procedures if required with support from the Senior Retail Manager or the People Department where required.
- Communicating effectively and regularly with the Cluster Store Manager, your team and the wider Newlife management team to ensure a consistent flow of information to support the effective operation of the business.

Throughout the following tasks accuracy, confidentiality and a professional approach are essential.

Additional Responsibilities / Expectations:

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Any other duties as required from time to time.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.

Applications:

Should be by completion of a Newlife Application Form, available as a free download from our website, by calling The People Team or by visiting the SuperStore in Cannock.

CVs may be attached, but we do not accept CVs alone.

Equal Opportunities:

Newlife the Charity for Disabled Children is an Equal Opportunities Employer.

Contact Details:

Head Office: Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF.
Tel: 01543 468888.

Email address: peopleteam@newlifecharity.co.uk

Web address:

www.newlifecharity.co.uk

Other Info:

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

