

## VACANCY

# Senior Sales & Operations Manager

<b>Department:</b>	Retail
<b>Reports to:</b>	Cluster Store Manager
<b>Direct Reports:</b>	Cannock Management Team, Customer Service Assistant, Sales Assistant, Volunteers
<b>Designation:</b>	Permanent (3)
<b>Salary:</b>	Up to £28,000 per annum
<b>Hours:</b>	40 hours per week including weekends and evening
<b>Benefits / Equipment:</b>	Annually 31 days holiday inc. Bank Holidays (248 hours) Access to Newlife Pension Scheme Access to Childcare Voucher Scheme Staff discount, following 12 weeks service Health Cash Plan at level 2, post probation. 2 weeks company sick pay pro rata

### **About Newlife:**

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website: [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

### **Post Summary:**

The Senior Sales and Operations Manager role in Newlife is unique supporting a 7.2 million pound business, in that allows you to create the extraordinary by driving sales in your store in turn to generate money for Disabled Children. Our stores are not charity shops but instead a haven for bargain hunters and Savvy fashionista shoppers that wish to buy well-known brands at discount prices. No two days are the same and 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 oriented, deliver operational excellence and put the customer first at all times.

The organisation culture is based on a clear Mission, Vision and Values (MVV) which you will drive throughout your team, by role modeling the behavior's at all times. We expect the Sales and Operations Manager to take personal ownership for developing the culture in their store which is reflective of the MVV.

You will need to have previous retail management experience and be able to work alongside and operate effectively with a number of managers and store teams. You will maximize retail Sales and Profit through the effective day to day management of a management team and sales team that will be made up of both paid employees and volunteers, live and breathe KPI's, use your creativity and imagination to merchandise the product to a high standard and driving the delivery of excellent customer service.

We are looking for someone with passion for both retail and generating money for disabled children, who has strong operational experience, 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:**

- Experience of both fashion and home retail.
- An entrepreneurial spirit with a trading mentality.
- Experience in stock management and sale/stock densities.
- Commercial acumen to drive stock whilst balancing fluctuating factors including stock levels, staffing and space.
- Personal high energy and pace.
- Strong People skills; experience of managing Managers and headcount of 40 staff plus in a site across extended trading hours.
- Experience of managing, planning, delivering and monitoring pay back, a training program which improves KPI's, Service and operational areas.
- Effective management skills including; delegation, planning & origination, time management and reviewing.
- Experience in conducting a variety of people meetings including: recruitment, inductions, reviews, PDR's, absence management, performance issues investigations, disciplinarys, flexible working meetings, welfare meetings and absence reviews.
- Diverse Leadership skill which can communicate, motivate, engage, consider team needs, create energy and pace whilst providing empathy and compassion.
- Previous experience working in a flagship retail environment with the ability to manage high profile stakeholders and conduct floor walks with Head of Retail / CEO / Board Members.
- Previous experience of deputising for a Cluster Store Manager.
- Track record to deliver against a number of KPI targets.
- Experience of training, developing and coaching an effective team at both management and non-management level.
- Enthusiasm and be a self-driven individual who can use their initiative.
- Ability to drive customer service and resolve customer complaints.
- Great attention to detail.
- Experience of operational processes to manage the business (cash office team, payroll & rotas).
- Experience of being a key holder and duty manager with responsibility for opening and closing a store.
- Experience of stock loss controls and store security.
- Flexibility to cover extra hours as required across 7 days a week.
- Highly resilient.
- Excellent IT skills, proficient in Word, Excel, Access and Outlook

### **Desirable Requirements:**

- Experience working with volunteers
- Access to a car

## **Primary Responsibilities:**

In respect of Newlife you will have responsibility for:

### **Compassion**

- Manage the recruitment, induction and PDR process to develop a culture which is reflective of the Mission, Vision and Values (MVV).
- Live and breathe the MVV to drive throughout your team, by role modeling the behavior's at all times.
- People led leadership style to manage the team to provide empathy and compassion when required.
- Shows resilience, taking feedback on board and delivering any feedback in a positive way to ensure the team remain engaged.
- Know when it's appropriate to drive forward own views, provide challenge or when to let things go.
- Lives and breathes KPI's: takes a resilient approach, knows 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.
- Adhering to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner
- Demonstrating diligence for safeguarding stock, equipment, consumables including management of entry/exit points, assisting with security checks where required.

### **Make things happen**

- Ensure the all stores are always visit ready for an unannounced visit.
- Exceeds the sales and profit target through trading stock and managing costs.
- Exceeds expectations of commercial targets and KPI's (payroll v's sales, payroll budgets hours & financial value, discount levels, stock below trigger points, Style card recruitment, GDPR consent levels, ATV and ASP to name a few).
- Effectively manages all stores: staff matrix and scheduling to deliver the right people, at the right place at the right time.
- Create energy and pace.
- Role models high standards of duty management when covering the sales floor.
- Supports and coaches team to review sales floor layouts, commercial reports and market trends to ensure every opportunity is maximized.
- By knowing your market, you proactively seek, anticipate and responds to shifts in fashion trends and new sales opportunities.
- Be proactive, creative and commercial to sell the product allocated.
- Develop and Implement SLAP (Stock Loss Action Plan), review on a monthly basis. Chair monthly operations meeting with the cash office team to identify any risks to the business.
- Feedbacks in a positive constructive manor opportunities related to: events, stock (depth and width), marketing, promotions and service.
- If the alarm does not set they are responsible to call the alarm company.

### **Leading in the field**

- Deliver profitable sales through: managing space to stock, driving sales densities, stock rotation to minimize 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.
- Make sure every item on the shop floor is priced.
- Leadership skills to engage, motivate, drive energy and pace to deliver KPI's and stock management.
- Effectively deputize for the Cluster Store Manager.
- Deliver operational excellence in all processes front of house and back of house (including daily line management of the cash office).
- Manage stock release of desirable / premium brands to create bounce back and excitement.
- Exceed on implementation of the Retail Strategy.
- Drive sales on Multi lines through high standards of execution, product presentation and maintaining 100% stock availability.
- Self-aware and proactive about your own development.
- Identifies local opportunities for events working alongside Communications and Marketing Manager.
- Deliver 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 Company 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**

- Create 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.
- Conducts and chairs a variety of people meetings including: recruitment, inductions, reviews, PDR's, absence management, performance issue investigations, disciplinary hearings, flexible working meetings, welfare meetings and absence reviews.
- Creates a training program which improves KPI's, Service and operational areas in non-peak times.
- Develop and coach the management team's leadership style to effectively manage KPI's, service and people.
- Deliver a high standard of silent service.
- Resolve customer complaints to achieve win-win for both Newlife and the Customer.
- Ensure you and your team effectively work across functions through effective communications and building relationships.
- Effective communication between yourself and your Deputy and the Cluster Store Manager: take a partnership approach. However, aware at all times the Cluster Store Manager takes responsibility, accountability and ownership for their store.
- Creating 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.
- Train and developing 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 Company performance requirements, policies and procedures and in conjunction with the People team, implement appropriate formal action in line with the Company disciplinary and capability procedures if 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.
- Effectively works with Central Support Departments to maximize sales and profit.

### **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.
- 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.
- Any other duties as required from time to time.

### **Notes:**

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

### **Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better.
- People at our heart - every day.

### **Interested?**

Find out more about Newlife by visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk/landing/](http://www.newlifestores.co.uk/landing/) or see what current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

### **To apply:**

Submit a Newlife Application Form which is available from our website, by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, by email to

[peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or by post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email or call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

**Other Info:**

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

