

Fair Trader – Independent Gift Shop

JOB DESCRIPTION

Job Title:	Retail Manager
Hours:	5 days including weekends (40 hours per week)
Salary:	c £22,000
Responsible to:	Director
Responsible for:	Employed staff and volunteers
Accountable to:	Fair Trader board

Job purpose

The purpose of the job is:

- To be responsible for the overall management of the Fair Trader shop and the fulfillment of online retail sales.
- To maximise sales and profit through existing and new stock, events and use of retail space.
- To manage the shop (including the building), staff and volunteers and ensure the implementation of Fair Trader's policies and standards.
- To establish a high profile for Fair Trader, build strong stakeholder relationships and promote Fair Trader's values to staff, volunteers, customers, members and others.

Key tasks and responsibilities

Sales and Merchandising

1. To attract new customers, increase spend per customer, drive repeat business and encourage membership of the Co-op by promoting and providing the highest standards of customer service in the shop and online.
2. To develop and maintain high standards of stock rotation, display, space utilisation and the presentation of products to maximize sales and contribute to the overall appeal of the retail offer.
3. To liaise with the buying team to control the standard and pricing of the stock.
4. To maintain records of sales and customer interest and collect feedback from customers to inform future buying decisions and stock management.
5. To identify and recommend initiatives to increase sales through instore promotions, events, member engagement, online promotions etc.
6. To build productive collaborative relationships with suppliers and other retailers and identify potential initiatives aimed at promoting Fair Trader, increasing sales and improving membership engagement.
7. To identify and recommend changes to improve sales or the running of the shop and online offer.
8. To proactively and effectively tell the story behind our products in order to educate and inspire more customers to shop responsibly.

Staff management

1. To provide leadership to staff and volunteers and ensure they are kept up to date with any matter that affects their work for Fair Trader.
2. To recruit and train staff and volunteers.
3. To provide constructive feedback about performance and identify development needs.
4. To maintain personnel records for staff and volunteers.

Financial management

1. To agree sales, expenditure and stock targets with the Board, review achievement with staff and volunteers each month, and prepare a report to the Board.
2. To prepare annual capital and revenue expenditure budgets.
3. To understand the detailed costs of running the Fair Trader business and identify ways of improving profitability.
4. To balance the tills and bank cash on a daily basis.
5. To maintain accurate stock, sales and expenditure records across the retail store and online platform.
6. To utilise the till system to generate and interpret reports to maximize buying, and analyse sales potential and identify any discrepancies.

Premises management

1. To ensure the shop building is clean, safe and secure and is attractive to customers.
2. To liaise with the landlord about the maintenance of the building to ensure that repairs are carried out promptly and the physical standard and appearance of the shop is maintained.
3. To control expenditure on lighting, heating and refurbishment to ensure the premises are ambient and contribute to Fair Trader's environmental policy.
4. To ensure all waste material is disposed of in accordance with Fair Trader's environmental policy.

Health and safety

1. To be responsible for the health and safety of staff, volunteers, customers and other users of the premises and to carry out regular safety checks and maintain accurate records.

Other

1. To promote Fair Trade and the Cooperative ethos by developing and maintaining a high public profile.
2. To develop and maintain strong and productive relationships with members, the local community, and other businesses, groups and agencies.
3. To undertake any other duties required by Fair Trader.

PERSON SPECIFICATION

Job Title: Retail Manager

Our new Retail Manager will have a key role in leading the next phase of Fair Trader and communicating our values. The successful applicant will be someone who is dynamic, flexible, upbeat, and a real people person. We seek someone who will get to know and love the producers we work with, become a favourite face on Holmfirth's high-street, and who shares our passion for supporting producers in the developing world.

Essential requirements

Abilities

The ability to:

- Passionately sell the concept of Fair Trade, our products, the shop and online offer.
- Develop, maintain and inspire productive working relationships with key members, suppliers and others.
- Effectively plan and organise people and resources.
- Manage and use data to inform decisions.
- Lead and develop a team of staff and volunteers, with differing backgrounds and needs.
- Proactively promote the work of Fair Trader.
- Work without supervision.
- Move stock within the restricted shop layout.

Aptitude

Prepared to:

- Be enthusiastic, innovative and self-motivated.
- Commit to the principles and values of Fair Trader.
- Be flexible and be prepared to work unsocial hours.
- Be willing to take informed risks and learn.

Attainments

Proven experience of:

- Bricks and mortar retailing.
- Setting and achieving sales targets.
- Managing staff.
- Financial control.

Knowledge of:

- Health and safety.
- Financial and stock control methods.

Desirable Experience

Experience of working within the giftware/homeware/lifestyle product sectors.

E-commerce – managing online sales.

Reporting directly to senior management/Board.