

Shop Cover Manager	
Grade	R3
Reports to	Regional Sales Manager
Direct Reports	NA
Location	A designated area across South Wales to incorporate the geographical spread of the shops within that area
Department	Retail

Our Values

At Tŷ Hafan we make a difference by living by our values. We expect all colleagues to behave with high levels of integrity and to represent our values as a core part of their role.



Demonstrating Compassion



Working Together



Providing Excellent Service



Taking Ownership

Job Purpose

The Shop Cover Manager will support and drive performance in a variety of shops across our portfolio by covering vacancies and absences. The Cover Manager is responsible for delivering high performance standards to maximise the income and contribution of the shop and meeting agreed KPIs by managing all aspects of the day-to-day running of the shop.

The post holder will also have a hands-on approach leading and supporting enthusiastic teams of staff and volunteers and supporting in the embedding of new Retail staff members.

Additional Information

The Retail department is pivotal in raising much-needed funds and increasing the awareness of the Charity in our local communities. The Retail team work collaboratively with colleagues within the wider income generation team and across the charity to deliver ambitious goals.

Our current Retail portfolio includes 17 Retail shops, geographically spread from Abergavenny in East Wales to Cardigan in West Wales.

The role requires flexibility to work across six or seven days per week (depending on shop trading hours), as well as occasional Bank Holidays, in line with business needs. The role will require you



to work across the Retail portfolio. As the cover needed will change at short notice, you will be required to work flexibly to meet the staff needs of Retail.

Main Duties and Responsibilities

Commerciality (income)

- Manage allocated shop from the retail portfolio as required, including those with staff vacancies and long-term absences, ensuring lost trading days and related loss of income is minimised.
- Be accountable for maximising income, and where cover in one shop is over an extended period of time, manage and minimise costs.
- Lead by example to drive sales and coach staff and volunteers teams to achieve the shop's weekly Crackerjackpot Lottery ticket sales target.
- Manage effective stock flow by ensuring donations are processed efficiently and priced consistently.
- Keep the shop floor freshly stocked, rotated and to required density levels, as agreed with Regional Sales Manager.
- Ensure the shop floor is laid out commercially, maximising the potential revenue from different products categories and by ensuring high standards of visual merchandising are consistently achieved and maintained.
- Actively promote and achieve the agreed Gift Aid budget and conversion for the shop whilst managing the Gift Aid process in line with Tŷ Hafan and HMRC requirements.

Compliance (Quality)

- Ensure a clean and safe working environment, adhering to H&S requirements and following correct reporting processes and maintaining high standards.
- Ensure all financial, cash handling, banking and stock security procedures are adhered to as outlined in Tŷ Hafan's Shop Procedure Manuals.
- Comply with all instructions regarding the sale and stock control of bought-in goods (merch).
- Action and, where appropriate, cascade policy and procedure changes, as communicated from the central Retail and broader Tŷ Hafan teams to shop staff and volunteers.



- Deliver required administration on time in accordance with Tŷ Hafan's Shop Procedure Manuals. E.g. submitting weekly paperwork, completing rotas, displaying required documentation.
- Ensure all safety and security procedures are adhered to as outlined in the Shop Procedure Manuals, i.e. responsibility for Shop Keys, alarm codes and Risk Assessments.
- Ensure detailed and thorough feedback and handovers are provided to Regional Sales Manager and Shop teams as required

Collaboration (Reach):

- Build and maintain a loyal customer base by leading by example and coaching all staff and volunteers to provide a high standard of service to all Tŷ Hafan customers, supporters and donors.
- Actively promote and participate plan and collaborate in any charity-wide campaigns or initiatives and proactively support community Tŷ Hafan fundraising events within the local communities local to the shop.
- Support the training and embedding of new Retail starters, contributing to the delivery a comprehensive and consistent onboarding experience.
- Contribute to the roll out of new training materials and initiatives to support and develop new starters as well as existing staff and volunteers.
- Where relevant, provide support and give feedback to RSMs regarding shop specific action plans. Action and where appropriate, cascade policy and procedure changes as communicated from the central Retail and broader Tŷ Hafan teams.

Management and Development (People):

- Ensure volunteers are recruited, inducted, trained and developed in line with shop needs and correct processes.
- Ensure feedback is regularly shared and, where appropriate, is documented in a timely manner.

Leadership and Management

- Where applicable, support with relevant aspects of people management in line with policies and procedures.
- Provide support to relevant shops teams to ensure they reach their full potential.



- Maintain regular and effectively two-way communication with RSM's and relevant shop teams.

Performance and Development

- Undertake relevant learning, training and development appropriate to your role to support professional development and maintain the necessary skills and competencies to meet the requirements of the role.
- Contribute effectively to the Performance Development Review process and 1-1's.
- Share knowledge and skills and provide training to colleagues when required.
- Help promote a culture of volunteering at Ty Hafan, supporting volunteers and engaging in volunteering opportunities where possible.

Sustainability

- Use Charity resources responsibly and be mindful of any costs associated.
- Minimise environmental impact in the performance of your role and actively contribute to the delivery of the Environmental Policy.

Health, Safety and Wellbeing

- Take reasonable care for the health and safety of yourself and other people who may be affected by your/ their actions at work.
- Report incidents and accidents in line with procedures.

Safeguarding

- Ensure safeguarding measures are always implemented.

Equity, Diversity & Inclusion

- Act as a positive role model by promoting equity, diversity, and inclusion. Actively challenge discrimination and consistently adhere to Tŷ Hafan's EDI Policy.

Confidentiality and Data Protection (GDPR):

- Understand and adhere to Tŷ Hafan's data protection policies and procedures. Ensure the same level is maintained across shops when providing cover.
- Maintain high standards of information governance confidentiality and data protection at all times for yourself and teams.

This job description is flexible as it is an outline of the main duties only and will be reviewed periodically. The post holder is also expected to undertake other duties appropriate with the band



and level of responsibility of this role for which they have the necessary experience and/or training to complete.



Person Specification

	Essential	Assessment Method	Desirable	Assessment Method
Key Attributes	1. Our values – demonstrating compassion, providing excellent service, working together and taking ownership. 2. Proactive, solutions orientated and able to respond quickly and positively to change. 3. Creative and resourceful with good attention to detail. 4. Personable and professional with ability to build meaningful relationships with stakeholders, including customers, volunteers and staff.	AF/I I AF/I I	15. Resilient, driven and remains calm under pressure	I
Qualifications & Training	5. Good basic education e.g. GCSE 's (A-C), NVQ level 2, BTEC first diploma or equivalent	AF		
Experience	6. Experience of a retail or customer facing sales environment including delivering and driving excellent customer service. 7. Experience of working to financial and non-financial KPIs. 8. Understand and demonstrate how to deliver high shop floor standards and visual merchandising.	AF / I AF/I AF/I	16. Experience in shop management within the charity retail sector. 17. Experience of maximising sales and shop performance. 18. Experience of adhering to Health and Safety and Financial compliance requirements.	AF I AF/I

	9. Experience of managing or supervising a team with proven ability to coach, engage, motivate and deliver through effective feedback	AF/I		
Knowledge & Skills	10. Good interpersonal skills with the ability to build effective relationships and develop and motivate others to succeed. 11. Strong verbal and written communication skills with ability to tailor communication to suit each audience. 12. Proficient IT skills including Microsoft 365 and willingness to learn new technologies e.g. EPOS. 13. Good numeracy skills, able to analyse numerical data, interpret statistical information, and apply numerical reasoning to solve problems.	I AF AF AF	19. Ability to analyse and interpret Profit and Loss reports to generate meaningful actions to improve performance	I
Other Requirements	14. Current full driving licence with access to own vehicle with insurance for business use. 15. Ability to perform the key duties of the role which includes safely lifting and moving large volumes of stock weighing up to 5kg; standing and walking for extended periods throughout the working day; regularly ascending and descending stairs as part of daily operational duties. 16. Reliable with the ability to work flexibly and independently and able to travel to various locations as per the needs of the business.	AF/I AF/I AF/I	20. Welsh Speaking	AF

Key: AF – Application Form, I – Interview Assessment