

Job Title: Shop Manager – North London Hospice

Business Area:	Retail
Location:	North London
Reports to:	Area Manager
Salary Grade:	NLH4

Organisation and Team Information

North London Hospice is a registered charity that has been caring for local people since 1984. We are committed to empowering patients with life limiting illnesses, supporting them to achieve the best quality of life possible. As well as our inpatient unit at Woodside Avenue, we work within the wider community including our Outpatient and Wellbeing services; our support to patients in their own homes; our Community Specialist Palliative Care services; and our Patient and Family Support teams, providing emotional and practical support to patients, their families and carers.

The North London Hospice (NLH) has multiple stores dotted around our boroughs and the Retail team are responsible for the management, maintenance and replenishment of all these stores. Raising over £1.6 million annually, the Retail team support the recycling of pre-loved items while playing a pivotal role in providing income generation to deliver the North London Hospice mission.

Role Purpose

The Charity Shop Manager is responsible for the day-to-day management and growth of a North London Hospice charity shop. The role focuses on maximising donations, driving sales, and creating a welcoming environment for customers, staff, and volunteers. The Shop Manager leads a small team, including an Assistant Manager and a vital group of volunteers, ensuring that the shop meets its financial and operational targets in support of the hospice's mission.

Key Responsibilities

General

1. Shop Operations & Sales Performance

- Manage the day-to-day operations of the charity shop, ensuring it runs smoothly and efficiently.
- Achieve sales and profit targets by maximising donations, Gift Aid, ensuring enticing pricing, and implementing effective merchandising.
- Regularly review stock levels, pricing, and shop layout to ensure optimal sales performance.
- Implement local promotional activities to increase footfall and raise awareness of the shop within the community.
- Monitor and maintain excellent standards of customer service, ensuring a welcoming and engaging environment for all customers.

2. Volunteer Recruitment, Training, & Management

- Recruit, train, and manage a team of volunteers to support the shop's operations.
- Ensure volunteers feel valued, motivated, and engaged in the shop's success.
- Provide ongoing support, training, and development opportunities for volunteers, ensuring they deliver excellent customer service and adhere to shop standards.
- Foster a positive and inclusive working environment where staff and volunteers work collaboratively to achieve the shop's goals.

3. Stock Management & Donations

- Proactively drive donations to the shop by engaging with the local community and building relationships with donors.
- Manage the processing, sorting, and display of donated goods, ensuring high-quality stock is available for sale.
- Work with the Assistant Manager to maintain a regular flow of donations and ensure effective stock rotation.
- Organise stock management to minimise waste and optimise sales of all donated items.
- Always seeking to maximise the Gift Aiding of donations to the shop.

4. Merchandising & Pricing

- Ensure the shop, and the shop window, is well-merchandised, presenting items attractively to maximise sales and customer interest.
- Develop and maintain a pricing strategy that reflects market trends, ensuring items are competitively priced to encourage sales while maximising profitability.
- Implement creative visual merchandising displays that enhance the shopping experience and attract customers.
- Continuously monitor stock levels and adjust pricing or promotions as needed to maintain sales momentum.

5. Community Engagement & Local Promotions

- Develop and implement local promotional activities to drive donations and sales.
- Build strong relationships with the local community, including businesses, schools, and groups, to encourage support for the shop.
- Organise and participate in community events and initiatives that promote the charity and its work.
- Ensure the shop actively supports and participates in hospice-wide campaigns and initiatives.

6. Health & Safety Compliance

- Ensure the shop is compliant with all Health & Safety regulations and that staff and volunteers are trained to work safely.
- Conduct regular safety checks and risk assessments to maintain a safe environment for staff, volunteers, and customers.
- Ensure compliance with all North London Hospice policies and procedures, including safeguarding and data protection.

7. Team Leadership & Development

- Provide leadership and guidance to the Assistant Manager, ensuring they are supported in their role and have opportunities for professional development.
- Conduct regular performance reviews and provide feedback to the Assistant Manager and volunteers to support their growth and contribution to the shop.

- Ensure clear communication and teamwork within the shop, promoting a collaborative and positive working environment.

8. Financial Accountability

- Manage shop budgets, ensuring all expenses are controlled and within targets.
- Monitor sales performance and report regularly to the Area Manager on shop achievements, challenges, and opportunities for growth.
- Maintain accurate financial records, including cash handling, banking, and stock control.

Key working relationships including but not limited to: Area Manager, Shop Managers, People Business Partner, Retail Management Logistics team, public, donors (corporate), volunteers. Occasional interaction with patients, carers, external policy makers and other hospice staff and volunteers.

Any other reasonable duties required within the scope of the role. The role may evolve in line with the needs of the charity.

Infection Control

- Maintain the highest standards of infection control
- Familiarise with, and adhere to, North London Hospice Infection Control Processes, Policies and Procedures

Health and Safety

- Understand individual safety and security responsibilities
- Familiarise with, and adhere to, the relevant health, safety and security policies across North London Hospice
- Be aware and work to support own personal health and safety and the health and safety of others across the Hospice
- Maintain patient, personal and organisational confidentiality at all times. This includes patient medical and financial information; employee record; student records; financial

Confidentiality

- Maintain patient, personal and organisational confidentiality at all times. This includes patient medical and financial information; employee records; student records; financial and operating data of North London Hospice and any other information that is of a private or sensitive nature

- Familiarise with, and adhere to, the relevant confidentiality policies within North London Hospice

Person Specification

Experience and Knowledge

- Proven retail management experience, ideally within the charity or social enterprise sector – **essential**
- Knowledge of retail operations, including stock management, merchandising, and pricing – **essential**
- Passion for the charitable sector and a commitment to supporting North London Hospice's mission – **essential**
- Experience working in a charity shop or similar retail environment – **desirable**
- Knowledge of the local community and retail landscape in North London – **desirable**

Personal Qualities and Abilities

- Strong people management skills, with experience in recruiting, training, and managing volunteers or staff – **essential**
- Excellent customer service skills, with a focus on creating a positive shopping experience– **essential**
- Strong organizational and problem-solving skills, with the ability to prioritize and multitask in a fast-paced environment– **essential**
- Ability to work independently and as part of a wider retail team, with a focus on delivering results– **essential**

Essential for all

- Commitment to equality, diversity and inclusion and understanding of how this applies to own area of work
- Commitment to the aims and charitable objectives of North London Hospice
- Committed to own continuing vocational/professional learning and development
- Enhanced DBS check (role specific) to be carried out by the employer

Our Values

Our Values

- C** Collaborative and learning
- O** Open and honest
- R** Respectful and empowering
- E** Equal and inclusive



**The best of life,
at the end of life,
for everyone**

