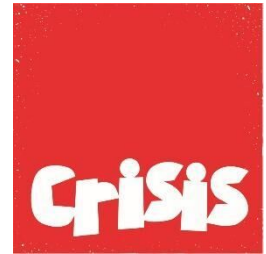


Job Description



Job title:	Area Manager
Department:	Shop from Crisis
Reporting to:	Head of Retail
Salary:	£40,000 per year
Hours:	40 per week
Location:	Based in London
Contract type:	Permanent

Aim and influence

- Lead and motivate a team of Shop Managers
- Ensure sales and targets are achieved and surpassed

Financial and supervisory responsibility

- Line management of upwards of five Shop Managers
- Delegated budget responsibility

Other key details

- A five-day working pattern, occasionally evenings and weekends will be required. As well as flexibility to support the team over the Christmas period.
- Flexibility required where reasonable and appropriate to accommodate short notice alterations to working pattern



**Together
we will end
homelessness**

Area Manager, London, 2021 – Job Pack

- Occasional travel to team meetings, training events etc which could include throughout the UK and overnight stays, for which time off in lieu will be given in accordance with Crisis' TOIL policy
- Support the management of accredited training programme for clients
- A satisfactory Basic Disclosure from Disclosure Barring Service is required for this role

Organisational chart



Please note structure is subject to change

Job responsibilities

Commercial management

- Encourage a creative shop environment where shop teams seek to maximise income in new and innovative ways both within the shop and through new entrepreneurial channels, such as ecommerce and fundraising events.
- Ensure financial targets are being met by the designated shop teams by maximising sales and minimising costs
- Plan and conduct regular shop visits and ensure that any outstanding issues are followed up.
- Develop and implement initiatives to increase shop sales. Including designing and launching sales promotions and events in conjunction with marketing team

Area Manager, London, 2021 – Job Pack

- Translate Crisis's strategic goals into retail operational plans to achieve the required targeted growth in sales and profit
- Monitor the performance of the five shops and regularly review targets with shop managers. Support the managers to improve shop performance, if needed.
- Ensure that the high standard of service to customers is maintained at all times across the shops
- Regularly visit shops and ensure standards of cleanliness, strong customer service, excellent performance & efficiency are being maintained across the shops
- Generate ideas about future retail activities
- Maintain up to date knowledge of the market place, competitors and trends and adapt the future retail strategy accordingly
- Actively support any national fundraising promotions

People management

- Perform shop visits; plan and conduct meaningful and regular shop visits and ensure that any outstanding issues are followed up.
- Proactively manage and review the performance and progress of Shop Managers, and their shops, in order to maximise the performance of the shops.
- Motivate and empower the shop manager team to achieve results
- Be capable of and experienced in conflict management and resolution
- Coach Shop Managers and provide advice and guidance on shop management issues when needed
- To drive succession planning and talent management across the area, ensuring development opportunities are utilised appropriately
- Supporting procedures and systems to increase volunteer recruitment and retention

Member involvement

- Promote the retail training programme across the organisation and ensure the shop teams are adequately supported to deliver it to members
- Ensure training targets are met working in collaboration with the Enterprise Training team
- Ensure that any safeguarding concerns are identified and reported in line with Crisis' procedure

Stock management

- Ensure that the style of the shops enhance the image of Crisis. That inventive merchandising as well as attractive design and layout are all standard practice and are consistently applied across the shops

Area Manager, London, 2021 – Job Pack

- Maintains and constantly develops innovative and cost-effective stock generation; monitors stock to achieve bottom line sales budget against monthly targets
- Be able to produce and interpret financial/non-financial reports on the shops performance
- Ensure Trading Standards Regulations are observed in the shops

Communication

- Manage Crisis' relationships with customers including requests for information and complaints
- Liaise with the Heads of Retail and Entrepreneurship to update on the progress of the shops
- Manage relationships with relevant departments within Crisis and demonstrate effective collaboration that supports our shared objective to end homelessness
- Maintain, manage and update Crisis campaigns and fundraising materials within the shop

Additional responsibilities

- Ensure all Health and Safety documentation is kept up to date through regular checks with Shop Managers. Identify any areas of concern and report them to the Head of Retail
- Adhere to Crisis' financial policy and procedures

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential

- 1 Proven ability to manage and motivate others to achieve exceptional results
- 2 Experience of multi-site retail management in a charity or commercial retail organisation
- 3 Confident with conflict management and resolving disagreements
- 4 Proven track record of achieving income and social outcome targets in charity retail or comparable environments
- 5 A commercial focus, with a proven track record of setting and managing budgets
- 6 Good verbal and written communications skills with the ability to summarise and present ideas and information to a range of audiences
- 7 Good interpersonal and influencing skills, capable of interacting with a range of people, including other staff, volunteers, members and the local community
- 8 An ability to work independently, self-motivate and prioritise own tasks and time. But, also take direction and work collaboratively with others
- 9 Flexible in approach and enjoys working in a dynamic and changing environment
- 10 Logical, good attention to detail and a creative problem solver
- 11 Demonstrable working knowledge of Microsoft Office (Word, Excel and Outlook)
- 12 Knowledge of health & safety and safeguarding
- 13 Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

- 1 Experience of working in the voluntary sector and delivering positive social impact
- 2 Experience of working with and supporting vulnerable people

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support