





Brandon
Live free
the learning disability charity

6.5 Hours Across The Week

Retail Manager

Basic DBS

1 year in a retail/service industry environment.

Assistant Manager

Purpose:

To assist the shop manager in maximising shop sales and profits as well as to help manage the day to day running of the shop. In addition to project a positive and professional image of Brandon Trust by ensuring that all actions reinforce the charity's values and beliefs.

Objectives:

Maximise Income Generation

- Drive sales performance through effective pricing, cost control, and promotional activity.
- Maintain high standards of customer service and shop presentation to support sales growth.
- Achieve required Gift Aid conversion rates and ensure smooth end-to-end Gift Aid processing.

Maintain Excellent Shop Standards

- Implement visual merchandising and space allocation guidelines to ensure attractive, compliant displays.
- Uphold high levels of housekeeping, organisation, and stock presentation across all shop areas.
- Complete regular floor checks to maintain operational standards and customer experience quality.

Optimise Stock Management

- Secure a consistent flow of quality donated goods through community engagement and van collection coordination.
- Manage stock selection, pricing, rotation, and density in line with organisational guidelines.
- Maintain an organised, efficient stockroom to support smooth operations and sales targets.

Lead and Support Staff & Volunteers

- Recruit, train, and develop volunteers and agency workers to meet manpower and service requirements.
- Ensure adherence to all policies, trading standards, financial procedures, and security protocols.
- Support daily operations including cashing-up, administration, shop security, and occasional cover for other locations.

Key Relationships

- Charity Shop Manager
- Charity Shop Assistants
- Volunteers
- Customers
- Donors

Skills and behaviours you need for this role

CORE SKILLS

Skill	Level required for role	What this means
Data Literacy		People at this level can use data tools and follow GDPR rules to help understand what is happening in the organisation.
Digital Skills		People at this level use a range of digital tools and follow online safety rules to help their team work smoothly and safely.
Governance and Compliance		People at this level use governance and compliance rules in their daily work to help keep the organisation safe and responsible.
Commercial Awareness		People at this level help manage budgets, track spending, and support good financial decisions.
Health and Safety		People at this level use health and safety rules in their everyday work and help maintain a safe and healthy environment.
Inclusion		People at this level use inclusive behaviours in everyday work and make sure others feel welcome and involved.

BEHAVIOURS - VALUES

Behaviour	Level required for role	What this means
Equip		People at this level prepare well and work in a steady, organised way. They make sure others can get the right information and that work runs smoothly
Involve		People at this level make sure others are involved in conversations, teamwork, and making decisions.
Support		People at this level give strong support and encouragement to others. They help create a workplace where everyone feels valued, included, and able to grow.
Recognise		People at this level give strong support and encouragement to others. They help create a workplace where everyone feels valued, included, and able to grow.
Challenge		People at this level take responsibility, try new ideas, and adapt well to change to help work move forward.

SPECIALIST SKILLS

Skill	Level required for role	What this means
Stock Management		People at this level manage stock proactively, optimising inventory processes to support operational needs.
Visual Merchandising		People at this level lead complex visual projects, use data, and adapt visuals to drive engagement
Sustainable Practices		People at this level apply sustainable practices throughout donation handling, merchandising, and waste management.
Retail Commercial Awareness		People at this level leads commercial success initiatives within the shop, improving performance through proactive stock, pricing, and customer strategies.
Marketing - Retail		People at this level lead local marketing planning, content creation, and audience engagement across digital and physical channels.
Market Knowledge		People at this level apply local knowledge and customer insight to improve shop operations and support sales.
Retail Standards		People at this level maintain high standards independently and actively contribute to shop presentation and operation.
Retail Data and Reporting		People at this level use key reports and shop-level data to inform day-to-day actions and improve performance.
Business Planning		People at this level create and follow effective business plans to meet shop targets, improve performance, and support charity goals.
Volunteer Engagement		People at this level work effectively with volunteers, helping them feel involved, informed and valued.

COMPETENCIES

Behaviour	Level required for role	What this means
Customer-Centric		People at this level improve the customer experience by making processes better and sorting out difficult concerns in a clear and helpful way.
Flexibility		People at this level use flexibility to solve problems, support others, and respond proactively when things change.
Initiative		People at this level proactively identify tasks and opportunities for improvement without being asked.
Planning and Organising		People at this level plan and manage tasks effectively, ensuring efficient completion of work.
Problem Solving		People at this level identify and resolve problems efficiently using structured thinking.
Reliability		People at this level are dependable and trusted team members who others look to for steady, consistent delivery.
Self-Motivation		People at this level work independently and maintain motivation to achieve goals.
Teamwork		People at this level actively contribute to team goals and work effectively with colleagues.
Time Management		People at this level manage their own workload reliably, prioritising and planning effectively to meet expectations.

LEADERSHIP AND MANAGEMENT

Behaviour	Level required for role	What this means
Coaching and Mentoring		People at this level know that coaching and mentoring are important, but they need help to give clear support to others.
Team Building		People at this level help create a positive team environment by building trust, supporting teamwork, and helping resolve issues.
Performance Management		People at this level know performance management is important, but they need support to use it properly and consistently.
Employee Engagement		People at this level help create a workplace where employees feel valued, motivated, and able to share their ideas.
Workforce planning and development		People at this level support workforce development and help ensure the team has the skills it needs now and in the future.
Conflict resolution		People at this level manage conflicts in a fair and constructive way while helping maintain good working relationships.
Inclusive leadership		People at this level show inclusive behaviour every day and help create fairness and respect within their team.
Empowerment and delegation		People at this level delegate tasks effectively and help others build skills, confidence, and independence.

Psychological safety and wellbeing		People at this level understand that wellbeing and psychological safety matter at work, but they need support to use good practices.