

Project Leader

Service Specific Profile

Service: Charity Shops

This document is to be read alongside the main Project Leader job description and provides additional information relating to this particular service

Brandon's charity shops are a key element of our Enterprise division of retail outlets, cafes, potteries, farming, horticulture, gardening, carpentry and packaging services.

Brandon Enterprises provide meaningful employment, training and volunteering opportunities for people with learning disabilities and autism and generate revenue to support our work.

Job Purpose:

As Project Leader you will lead a team of enthusiastic and highly motivated staff and volunteers. You will

- support the development of opportunities for future growth in our retail enterprises
- deliver retail income against targets and to budget
- support the development of, and deliver, employment, training and volunteering opportunities for people with learning disabilities and autism
- work closely with the other Enterprises to create opportunities for income generation, product development and outcomes for people we support.
- use the charity shop's High Street and online profile to raise awareness of the fundraising, volunteering and employment opportunities Brandon offers.

Main Duties:

Retail management team:

- Working with the Retail Manager, you will be instrumental in setting and achieving:
 - income and expenditure targets
 - employment, volunteering and training opportunity targets for your shop.
- You will contribute to the delivery of the overall Retail Business Plan.
- Each post-holder will be assigned to take the lead on a particular area of retail across all charity shops. These may include: e-commerce, gift aid, retail marketing, visual merchandising and product development (in liaison with Enterprises). As 'lead' Project Leader you will
 - keep up-to-date on external developments in this area,
 - develop Brandon's retail practice,
 - monitor performance across all shops, and
 - support / train other Project Leaders and staff as needed.

Employment, volunteering and training opportunities for people with learning disabilities and autism

- Support the development of meaningful employment and volunteering opportunities within your team for people with learning disabilities and autism

- Support the Retail Manager in recruiting to these opportunities
- Provide person-centred management and coaching to colleagues with learning disabilities or autism to support them to achieve their aspirations, develop new skills and to recognise and use their talents.
- Develop and use accessible resources and communication tools
- Pursue Access to Work support and funding for team members where appropriate

Promoting Brandon's work, values and beliefs

- Project a positive and professional image of Brandon within the charity shop and all its activities
- Demonstrate and promote Brandon's values and beliefs to colleagues, customers and the community
- Work to connect Brandon with your local community.

Retail

- **Income and profit generation**
 - Maximise sales from all retail income streams and minimise expenditure
 - Facilitate the required gift aid conversion rates and manage the gift aid process including gift aid audit and contribute to gift aid notification and claims to HMRC
 - Deliver excellent customer service - record and act on any customer complaints/ concerns
 - Liaise with Enterprise teams to develop, source and market products made by people we support for sale through the charity shops, Enterprise services and elsewhere
 - Monitor competitor activity to ensure local competitiveness
- **Shop appearance & visual merchandising**
 - Ensure optimum levels of pricing and maintain a high standard of display both through the shop window and internally, making sure merchandise is clearly ticketed and priced (as per visual merchandising guidelines)
 - Ensure the shop floor is laid out according to space allocation guidelines
 - Achieve and maintain high standards of housekeeping, organisation, and cleanliness throughout the shop premises
- **Stock management**
 - Actively encourage the public and commercial organisations to donate saleable goods – including developing links with the local community
 - Ensure there is always adequate stock of key items available (stock density).
 - Ensure the stockroom is correctly managed and organised to ensure optimum efficiency.
 - Rotate stock so that no items remain on the shop floor for longer than the agreed time limits.
 - Select stock to be sold online achieving sale prices greater than on shop floor.
 - Identify and research antiques and collectibles to achieve the best possible price.

Line management and leadership

- Provide excellent leadership, supervision and coaching to your team of staff and volunteers to support them to achieve their targets
- Ensure all staff and volunteers work together as a single, cohesive team
- Manage the shop rota to deliver safe and efficient staff utilisation and provide cover for other charity shops as required
- Communicate effectively to ensure the shop team are kept informed of, and engaged with, developments within Brandon

- Support the Retail Manager in recruiting and selecting staff
- Actively recruit volunteers to achieve the shop manpower plan, including developing links with the local community to ensure the supply of candidates
- Induct, train and develop staff and volunteers to perform their roles safely, efficiently and effectively
- Ensure knowledge and competency relating to safe working practices are maintained by evidencing all staff are trained, and that competency assessments are kept up to date
- Undertake supervisions and appraisals for all staff

Operational effectiveness, reporting and security

- Contribute to weekly and monthly reporting and recording as required by the Retail Manager
- Ensure that all cash and resources are handed and managed appropriately in line with Brandon policies, including daily banking
- Cash up, bank and account for the daily shop takings
- Ensure staff, volunteers' and trainees' data and records are accurate and up to date using the systems provided
- Ensure your staff team are aware of and comply with trading standards legislation
- Work in partnership with other Enterprise services and provide cover and support across other charity shop branches, retail sites and Brandon services as and when required
- You will be a nominated keyholder for the shop

Key Relationships:

Retail Manager, staff & volunteers including people with learning disabilities and autism (and their advocates), customers, and donors. Building strong and sound relationship with these stakeholders is key to the success of the service.

Service Specific Person Specification: Project Leader, Charity Shops

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ESSENTIAL	DESIRABLE
Qualifications	
<ul style="list-style-type: none"> • Maths and English Level 2 (GCSE Level A-C) pass or equivalent • Relevant NVQ3 qualification or able to demonstrate equivalent capacity at interview 	<ul style="list-style-type: none"> • 5 GCSE's or equivalent at grade C or above • Relevant qualifications: retail management, marketing, fashion, design, management • Driving licence and own car.
Experience	
<ul style="list-style-type: none"> • Minimum 2 years' experience in a retail/service industry position • Proven track record of working with budgets, targets, managing staff. • Experience in customer service, including dealing with complaints or difficult situations 	Experience of: <ul style="list-style-type: none"> • visual merchandising • e-commerce and social media (e.g. Ebay, Etsy, Depop) • working in or managing a social enterprise. • leading/working with volunteers • working with/employing people with learning disabilities or autism
Skills / Personal Attributes	
<ul style="list-style-type: none"> • An attitude towards others based on respect, dignity, and equality • Passionate about creating work opportunities for people with learning disabilities. • Enthusiastic about motivating and supporting staff with learning disabilities. • Commercially aware • Able to use social media channels as a marketing tool • Numerate, able to construct budgets / sales performance / forecasts • Computer literate - competent in Word, Excel, Onedrive and Sharepoint, e-commerce and social media • Ability to work with little supervision and organise your own time. • Highly organised and efficient • Able to work under pressure. • Reliable and punctual • Considerate • Friendly and approachable • Patient when dealing with customers, staff and volunteers • Solution seeking • Creative and resourceful • Innovative problem solver • Flexible attitude • Willing to try new activities. • Excellent verbal and written communication skills. • Open to challenge • Encouraging • Able to motivate others • Resilient • Confident • Takes responsibility. • Is a team worker • Hands-on • Interest in fashion 	