

## JOB DESCRIPTION

|                       |                                                     |
|-----------------------|-----------------------------------------------------|
| <b>Job Title:</b>     | <b>Charity Shop Manager</b>                         |
| <b>Report to:</b>     | Head of Operations & Development / Development Lead |
| <b>Hours of Work:</b> | Monday – Saturday 35 hours a week                   |
| <b>Salary:</b>        | £25,480 per annum (based on 35 hours)               |
| <b>Location:</b>      | Birmingham (based in Boldmere, Sutton Coldfield)    |
| <b>Contract Type:</b> | Permanent                                           |

### Job Purpose

To lead the day-to-day operation and continued development of our standalone charity shop, creating a welcoming and successful community retail environment that generates valuable income for the charity.

The Charity Shop Manager will provide confident, supportive and consistent leadership to a large team of volunteers, ensuring everyone understands their role, feels valued and contributes to the effective running of the shop.

The postholder will take an active and creative approach to increasing income through strong retail standards, effective merchandising, Gift Aid promotion, raffles, seasonal campaigns and other community-focused activities.

They will combine commercial awareness with warmth, personality and a genuine commitment to our charitable purpose.

### Essential Duties/Responsibilities:

#### 1. Volunteer leadership and team development

- Provide visible, confident and consistent day-to-day leadership to the shop's volunteer team.
- Create a positive and inclusive team culture in which volunteers feel welcomed, valued, informed and clear about what is expected of them.
- Plan daily priorities, delegate tasks appropriately and make effective use of individual volunteers' skills and strengths.
- Induct, train, support and retain volunteers, maintaining appropriate volunteer cover for the shop's opening hours.
- Share information, recognise contribution and address concerns.
- Monitor conduct and contribution, giving clear and constructive feedback and addressing problems promptly, fairly and sensitively.
- Lead by example and work practically alongside volunteers while retaining clear responsibility for direction and decision-making.

#### 2. Income generation and Gift Aid

- Take ownership of shop income and work towards agreed sales, Gift Aid and fundraising targets.
- Ensure Gift Aid is promoted consistently, confidently and in line with organisational procedures.
- Monitor Gift Aid sign-ups and shop performance, using available information to identify opportunities for improvement.
- Plan and deliver regular raffles, seasonal promotions, community activities and other appropriate income-generating initiatives.
- Test new ideas to increase footfall, donations, customer loyalty and average spend.
- Build positive local relationships that encourage donations, volunteering, repeat custom and community support.

#### 3. Retail and stock operations

- Ensure the shop is welcoming, safe, well organised and consistently presented to a high standard.

- Take responsibility for merchandising, window displays and the creative presentation of stock to maximise sales.
- Oversee and participate in stock sorting, pricing, labelling, rotation and replenishment in line with organisational guidance.
- Maintain an effective flow of stock and appropriate backroom storage.
- Ensure unsuitable or unsold stock and recycling are processed correctly and efficiently.
- Respond positively to changing customer demand, seasonal opportunities and local events.

#### 4. Customer experience and community engagement

- Create a warm, inclusive and professional environment for customers, donors and volunteers.
- Provide excellent customer service and ensure the team follows the same standard.
- Handle customer queries, feedback and complaints confidently, escalating matters where appropriate.
- Promote the shop as a valued part of the local community and identify opportunities to collaborate with residents, groups and businesses.
- Act as a positive ambassador for Age Connects West Midlands and its charitable work signposting to support teams within the charity.

#### 5. Financial management, administration and compliance

- Take responsibility for daily financial processes, including cash handling, till procedures, banking and accurate record-keeping.
- Prepare and provide routine reports on sales, Gift Aid, volunteer matters and shop activity as required.
- Maintain appropriate records and ensure confidential information is handled securely.
- Ensure the shop operates in line with health and safety, safeguarding, data protection, trading standards and other relevant organisational policies and legal requirements.
- Report risks, incidents, maintenance concerns and operational issues promptly.
- Undertake other reasonable duties consistent with the level and purpose of the role.

#### Special Conditions:

- This is a description of the job as it is at present.
- It does not form part of the contract of employment.
- Job Descriptions are regularly reviewed and altered when necessary in conjunction with the post holder.

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*Age Connects WM / Jubilee Citizens UK are committed to Safeguarding:  
Promoting good practice and prevention of harm and abuse  
To ensure allegations of abuse or suspicions are dealt with and the person experiencing abuse is supported*

## PERSON SPECIFICATION

| CRITERIA                                                                                                       | ESSENTIAL | DESIRABLE |
|----------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Evidence of taking initiative and implementing ideas that improve income, participation or customer engagement | *         |           |
| Strong customer service and relationship-building skills                                                       | *         |           |
| Good organisation, reliability and attention to detail                                                         | *         |           |
| Confidence with basic financial processes, targets and record-keeping                                          | *         |           |
| Ability to balance creativity with commercial awareness                                                        | *         |           |
| Hands-on approach and willingness to work alongside the volunteer team                                         |           |           |

|                                                                                   |   |   |
|-----------------------------------------------------------------------------------|---|---|
| Positive commitment to the charity's values and work                              | * |   |
| Retail, charity retail, hospitality or similar customer-facing experience         | * |   |
| Experience of recruiting, inducting and supporting volunteers                     | * |   |
| Knowledge of retail Gift Aid                                                      |   | * |
| Experience of community engagement, events, raffles or fundraising activities     |   | * |
| Experience of merchandising, stock rotation and window displays                   |   | * |
| Understanding of health and safety, safeguarding and data protection requirements |   | * |
|                                                                                   |   | * |

Reviewed:- *September 2026 DMc*