

**ROLE DESCRIPTION**

<b>ROLE:</b>	<b>Head of Retail</b>
<b>RESPONSIBLE TO:</b>	Assistant Director, Home Ownership and Commercial Services
<b>RESPONSIBLE FOR:</b>	Area Managers (x2), Retail Operations Co-ordinator, Online and Corporate Donations Co-ordinator, Driver
<b>SALARY BAND:</b>	Market assessed

**Context**

Octavia is a housing association working in the heart of London. We are steeped in history with a strong sense of purpose. We are respected for the quality of our work and attach paramount importance to our tenants and community development activities. Our ambition is to create an organisation that our tenants really value.

**Role Purpose**

To lead on the development and implementation of the retail strategy for Octavia shops to achieve best practice and financial performance within the charity retail sector

Review the shop portfolio and develop new opportunities. Make a business case for these

To lead, inspire, and motivate Octavia's retail team to deliver best practice excellence in all aspects of shop operations, achieve or exceed profit and sales targets

To lead on the delivery of retail operational plans to ensure the achievement of all agreed objectives

To lead Octavia's retail team in providing a wide range of opportunities for volunteers, to promote volunteering in our shops and support the retail team to build substantial volunteer teams

To lead and inspire the retail team of staff and volunteers to do their best within the Octavia framework, applying all their learning and internal and external opportunities to create the best results

To provide relevant operational and strategic information on retail trends, standards to the Executive Committee and board

To use expertise in retail management and other related topics such as customer service, shop standards, stock acquisition and management, merchandising, health and safety standards to ensure the achievement of retail's business objectives

To carry out the duties of this role within the organisational context and culture

### **Key Competencies**

Octavia operates a Skills and Behaviours Competency Framework.

- **Responsive**
- **Respectful**
- **Reliable**
- **Resourceful**

### **Key Responsibilities – to be undertaken in association with the Key Competencies**

#### **Communication and Relationships**

To embed collaborative and collegiate working with all internal and external stakeholders

To work collaboratively with colleagues to promote income generating and awareness opportunities

To ensure that shops staff receive effective training and development

To line manage the direct reports, enabling them to get the best out of their staff and volunteer teams

#### **Planning and systems**

To develop the retail strategy, ensuring that it is clearly understood across the organisation

To lead the implementation of the strategy, monitoring and reviewing performance, reporting on performance and taking corrective actions where required

To establish and manage effective systems that evaluate the performance of shop operations

To lead on any agreed retail operations projects to improve sales and/or profitability based upon analysis

To help plan cost effective refit works, ensuring that the works undertaken deliver the best return on investment

To manage the new shop search programme and overseeing the operational set up of confirmed new shops

To help plan cost effective stock generation and distribution to ensure high levels of donated stock throughout Octavia Foundation's shops network

### **Performance and monitoring**

To provide analysis on performance, identifying and highlighting any trends.

Devising plans and making recommendations for improvements where required

To deliver high standards of visual merchandising and display across the Octavia Foundation shops

To determine the pricing policy, reviewing pricing guidelines ensuring that the optimum value is obtained for stock

To maximise the use of donated stock to improve sales

To develop Gift aid shop practice and procedures to ensure that income and conversion targets are met

To be responsible for the management of the EPOS system, building a close relationship with the system provider and leading on the development of services to improve effectiveness

To authorise all maintenance work in line with budgets and approve quotations within financial limits

To oversee retail staff sickness, absences and holiday records

The Person Specification states the minimum knowledge, skills and experience required to carry out the job and is used for both short listing candidates for interview and to identify the areas to explore in an interview.

<p><b>Competencies:</b></p> <p><b>Respectful</b></p> <ul style="list-style-type: none"> <li>• Willing to listen and understand others and maintain credibility in your role and for Octavia</li> <li>• Support others and gains trust, positive and enthusiastic</li> <li>• Develops people by helping staff individually and as groups so that they may perform the best they can.</li> </ul> <p><b>Responsive</b></p> <ul style="list-style-type: none"> <li>• Creative, delivers practical solutions, and flexible to meet others needs</li> <li>• Willing to examine own values, principles and assumptions. Learns from own experiences</li> <li>• leads and motivates staff by establishing clear direction and standards; providing opportunities for participation; motivating staff by giving encouragement, recognition and personal support for their efforts and achievements.</li> </ul> <p><b>Reliable</b></p> <ul style="list-style-type: none"> <li>• Well organised, copes well under pressure, takes ownership, pro-active and goal focused.</li> <li>• Transparent and open, keeps others informed, takes action and is sensitive to people's needs.</li> <li>• Manages tasks and resources by planning, organising, directing and monitoring work carried out by others; managing costs and physical resources</li> </ul> <p><b>Resourceful</b></p> <ul style="list-style-type: none"> <li>• Openness to new ideas to value and optimise the resources at hand</li> <li>• Applying ingenuity to drive improvement</li> <li>• Being an active participant and working collaboratively with others to create and share resources and networks.</li> <li>• Engaging and influencing people, events, circumstances and knowledge to increase your input and achieve outcomes.</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
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<b>KNOWLEDGE AND EXPERIENCE</b>	<b>ASSESSED</b>
<b>Essential</b>	
At least 2 years' experience of working at a senior level in a retail environment	Application & Interview
A demonstrable understanding of the charity retail model	Application & Interview
Demonstrable experience of leading a team to achieve their best results by applying all their learning from internal and external environments	Application & Interview
Experience of strategy development and implementation	Application & Interview
Experience of managing and leading a wide range of people at all levels	Application & Interview
Extensive knowledge and understanding of retail/multi-site small shop environment	Application & Interview
A track record of turnaround and significant improvement in sales and profitability	Application & Interview
Experience of setting standards and monitoring performance	Interview
Experience of leading and directing a team	Interview
Experience of creative problem solving	Interview
Experience of conflict management and resolution	Interview

<b>SKILLS AND ABILITIES</b>	<b>ASSESSED</b>
<b>Essential</b>	
Proven people leadership skills and abilities	Application & Interview
Strong written and verbal communication skills	Application & Interview
Effective delegation skills	Application & Interview
Well-honed planning and organisation skills with the ability to work to tight deadlines and working under pressure	Application & Interview
Team player	Application & Interview
Competent IT user proficient in Microsoft Office	Application
Creative problem solver	Interview

Flexible and adaptable Able to build relationships and support across teams	Interview
Able to build relationships and support across teams	Interview

<b>Analytical and Judgement</b>	<b>ASSESSED</b>
<b>Essential</b>	
Ability to analyse and interpret financial and management accounts, sales and KPI information	Application & Interview
Proven persuading, influencing and negotiating skills	Application & Interview

<b>Communication and Working Relationship</b>	<b>ASSESSED</b>
<b>Essential</b>	
Demonstrates excellent written and verbal communication and delegation skills in order to be able to communicate with stakeholders and delegate to team members in a clear, meaningful and effective way	Application & Interview
Ability to cope with, and resolve, conflict	Application & Interview

<b>Personal Qualities</b>	<b>ASSESSED</b>
Entrepreneurial and creative	Interview
A natural people person	Interview
Highly motivated with enthusiasm and high energy levels	Interview
Calm and professional manner	Interview
Methodical with a keen eye for detail	Interview

<b>Other factors – essential</b>	<b>ASSESSED</b>
Ability to travel extensively within the catchment area	Application