



# Job Description

## Retail Portfolio Manager

**Reporting to:** Associate Director, Supporter Engagement

**Direct Reports:** Deputy Retail Portfolio Manager  
Online Retail Manager  
Volunteer Engagement Co-ordinators (TBC)  
Team of Shop Managers

**Location:** South West

**Date:** August 2021

### **Income and Engagement Vision**

One team inspiring others to engage and support the fight for Young Lives vs Cancer

### **BACKGROUND**

At Young Lives vs Cancer we are One Team with One Target. It is our mission to ensure that everyone under 25 with cancer, and their families, get the support they need to thrive, not just survive. As a member of the Income and Engagement team, you have a fundamental role in helping us to deliver on our promise to support young people and their families to deal with the effects of cancer, both during and beyond treatment.

We will do this by working with our supporters and donors in ways that most help them maximise the contribution they can meet to achieving this objective. This role, working together with others in the directorate and the wider Charity, will help us achieve this through professional support, engagement and stewardship.

### **MAIN PURPOSE**

Lead and engage the Retail Portfolio team and deliver income targets within an agreed cost income ratio in line with the Income and Engagement Strategy and in accordance with the vision, promise and values of the organisation.

Develop and implement clear operating standards for all shops, online donated stock sales and support functions to maximise income and create a clear sense of Young Lives vs Cancer identity in their communities through the delivery of an excellent customer and supporter experience.

### **DIMENSIONS**

Lead and engage the Retail Portfolio team to deliver a market-leading chain of charity shops and online donated stock sales through exceptional standards, service and operational execution. Support the development of and implement a retail portfolio strategy, including shop plans, to successfully deliver growth in income and engagement in line with national strategies.

Lead and manage a Retail Portfolio team working across fundraising to engage and steward fundraising supporters, including volunteers, in order to maximise value, retention and engagement with Young Lives vs Cancer.

Directly responsible for delivery of income generation budget and expenditure budgets as agreed.

## PRINCIPAL RESPONSIBILITIES

- Support the development of the Retail Portfolio strategy and be responsible for the implementation of the Retail Portfolio strategy.
- Overall responsibility for the creation of all budgets, KPIs and objectives that relate to the Retail Portfolio Team
- Overall responsibility for the performance of the Retail portfolio team, ensuring that all budgetary and compliance targets are met.
- Recruit, train and lead a high-performing team to deliver innovation and a growing culture of first-class volunteer, customer and supporter experience, driving net income growth.
- Effectively and proactively support personal development within your team, creating a culture of continual learning and growth from internal and external inspiration
- Ensure a consistently high level of standards and operational compliance is delivered across the estate of shops and online activity. Ensure an out of hours system is operating and be part of the on call system.
- Lead shop teams to maximise concession opportunities (eBay, gift aid, pennies etc).
- Ensure stock sourcing, waste and recycling processes are efficient, effective, and reflect the changing needs of the organisation and work closely with the distribution operations to achieve this.
- Co-ordinate and deliver shop refits and identify new shop opportunities in line with the Retail Portfolio Strategy
- Support all roles to build strong relationships with customers, donors, supporters and volunteers with the aim of building long term support for the charity.
- Represent the Retail Portfolio on national projects and support the implementation of nationally agreed strategy within your operational area.
- Work with your team and others across Young Lives vs Cancer to find new opportunities, new ways of resolving problems, improving service and improving the efficiency of the team.
- Support the volunteering team to identify supporter interests and availability and to link them to local events, volunteering opportunities and fundraising activities where support is needed.
- Support your team to resolve and report on all levels of complaint, escalating where necessary.

The responsibilities above provide an outline, the Retail Portfolio Manager will be also expected to undertake any other reasonable duties as and when required by the Associate Director Supporter Engagement.

### Gift Aid

To maximise Gift Aid income and ensure full regulation compliance for designated area of work by identifying opportunity, responding to regulation changes or recommendations, implementing quality control and supporting and developing colleagues.

### Specific expectations in key policy areas;

Everyone working in the Income and Engagement Directorate at every level, must:

- Make safeguarding children, young people and vulnerable young adults a priority

- Take care of your own health and safety and that of others

- Ensure that you treat information and data professionally, using it only for the purposes that Young Lives vs Cancer has said we would; respecting the confidentiality and privacy of our supporters, clients and staff and taking active steps to dispose of information and data when it is legally required
- Treat your colleagues with respect and ensure that you are sensitive to and adjust any behaviours that they have reasonably indicated they find unacceptable

This means that in your role you must;

- accept that you are personally responsible and accountable for ensuring you understand these policies and procedures regulation and Young Lives vs Cancer best practice.
- take active steps to do so and make sure that this is a priority in your daily work
- make sure you attend any briefings and training to help you do so and co-operate with your manager
- ask and request advice if you are not sure of your responsibilities

## **WORKING RELATIONSHIPS AND CONTACTS**

- Liaise with key contacts throughout Young Lives vs Cancer to ensure their products are proactively promoted throughout the shop estate.
- Work internally with the PR & Communications teams to ensure that the best use is made of traditional and contemporary media in maximising charity awareness.
- Work with relevant teams across the charity to ensure effective stewardship of supporters and an integrated collaborative approach
- Work with fundraising colleagues to ensure that all fundraising activities meet with the Charity Commission requirements, the Charities Act, the Data Protection Act, insurers' requirements and all other relevant statutes.
- Proactively communicate with customers, supporters and volunteers to motivate and engage them with the work of Young Lives vs Cancer with the aim of building long term relationships with the charity.
- Represent Young Lives vs Cancer at a senior level to secure, manage and develop external relationships including local trading groups ensuring income, profile and donor support is maximised.
- Strong working relationship with HR and volunteering team to ensure team stewardship is consistently strong.
- Strong working relationship with facilities and H&S teams ensuring operational compliance is maintained.

## **GENERAL RESPONSIBILITIES**

- Our values are a key part of who we are and what we do, it's important that you have integrity, you are brave, you are confident and you work with others as One Team.
- Adhere to the Young Lives vs Cancer Equal Opportunities policy in all activities and to actively promote equality of opportunity wherever possible.
- Any other reasonable duties as directed by or agreed with line manager.
- To be a CARE and IT super user, and train and support other members of your team to be able to use our IT and CARE systems.

**The responsibilities of this post and reporting structure will be periodically reviewed.**

**This post is subject to a Disclosure and Barring Service check. In the event of a successful application a Disclosure report will be sought.**

# Person Specification

## Retail Portfolio Manager

Working as One Team to deliver One Target by building strong, effective and collaborative relationships across Income and Engagement teams, and morewidely across Young Lives vs Cancer, that put building long term supporter relationships at the heart of all you do.

Requirements	Essential	Desirable
<b>Educational / Professional Qualifications</b>		<ul style="list-style-type: none"> <li>• Relevant fundraising or customer care qualification / training</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of implementing change and ongoing development of an area</li> <li>• Extensive experience within a customer facing retail environment preferably in a field based role.</li> <li>• Demonstrable experience of setting, managing and achieving targets and budgets at a team and individual level, including setting targets and measures for new activities.</li> <li>• Proven experience of working in a customer / volunteer focussed environment</li> <li>• Experience of managing underperformance and delivering improvements.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within the fundraising or charitable sector</li> <li>• Experience of leading a team of volunteers.</li> <li>• Experience of working in/alongside a warehouse environment.</li> </ul>
<b>Skills/Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent people management with an ability to communicate and influence effectively</li> <li>• Excellent financial management and budgeting skills, proven ability to interpret complex financial information.</li> <li>• A team player, who is resilient and has an ability to work under pressure, manage multiple projects and time effectively and work to deadlines.</li> <li>• Ability to learn, spot opportunities and successfully implement new ideas</li> <li>• Ability to identify areas for personal development and act on these</li> <li>• Ability to develop and maximise supporter relationships and delivering excellent supporter experience.</li> <li>• Ability to liaise and develop relationships with key senior external and internal contacts and represent the charity at a high level</li> <li>• Ability to analyse data and identify commercial opportunities and to work through the team to effectively realise them.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of fundraising techniques and good practice plus a willingness to learn.</li> <li>• Ability to demonstrate a good knowledge of Retail trends.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to work to effectively, manage targets and drive your team to succeed.</li> <li>• Full driving license required</li> </ul>	
<b>Technical skills</b>	<ul style="list-style-type: none"> <li>• Good working knowledge of IT operating systems including all Microsoft packages including knowledge/ability in the use of spreadsheets.</li> <li>• Experience and understanding of fundraising database</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working on the CARE fundraising database</li> <li>• Knowledge of fundraising good practice and regulation.</li> </ul>