



ELUSEN AMBIWLANS AWYR CYMRU
WALES AIR AMBULANCE CHARITY



JOB DESCRIPTION

- TITLE:** Deputy Shop Manager
- REPORTING & ACCOUNTABLE TO:** Regional Area Manager /Shop Manager
- RESPONSIBLE FOR:** Shop Volunteers
- SCOPE OF RESPONSIBILITIES:** All operational activity as defined by the Manager to ensure an efficient and effective retail outlet.
- LOCATION:** Based in relation to the shops to be covered
- JOB PURPOSE:** To ensure that the shop operation is developed to meet the strategy, both in terms of financial performance and in terms of quality of service.
Maintain effective working relationships with managers, colleagues, paid staff, volunteers and community contacts in order to achieve objectives.
- COMMENTS:** This is an important role in the development and implementation of a new fundraising strategy for WAA, and as such will make a major impact in the success of WAA as a whole.
- MAIN DUTIES AND RESPONSIBILITIES:**
1. Effectively attract, recruit, train, develop and appraise all shop paid staff when appropriate and volunteers.
 2. Regularly monitor, report and evaluate the performance of the shop operation, in particular relation to volunteers.
 3. Ensure that all volunteers are appropriately recruited, trained and developed for their roles.
 4. Create an environment in which staff and volunteers are involved, informed and motivated towards achieving business aims and objectives.
 5. Ensure welfare of staff, volunteers and customers in shops by providing Health & safety awareness and completing risk assessments and audits as required.
 6. Identify trends and remedial action, which will include promotional activities required to sustain financial targets.

7. To be aware and work where necessary with the Lottery organisers.
8. Carry out other duties identified by the Manager to achieve the overall objectives of the Post for the Charity.

OBJECTIVES OF THE POST:

- To be responsible for the day to day operation of the retail shop.
- To have an input into the development and implementation of the retail fundraising strategy

PERSON SPECIFICATION:

Desirable skills, attributes & experience:

- Good motivator and communicator
- Strong retail operations skills and team building skills
- Retail experience, to include cash handling, merchandising, and display, working directly with customers and stock control
- Able to recognise the maximum resaleable value of donated goods.
- Computer awareness and numerate
- Strong verbal and communication skills
- Ability to work well with a variety of people and to use initiative
- A positive, friendly attitude
- Presentable appearance- clean, neat and tidy and suitably dressed to suit the working environment
- The post requires an element of lifting, i.e. shop supplies and merchandise.
- Commitment to the aims and objectives of the trust