

JOB DESCRIPTION

Role Title: Head of Retail	Rank: 1
Reports to: Director of Retail and Trading	Notice Period: 3 Months
DBS Check: Enhanced & Barred	
Direct Reports: Currently 4	
Team and Directorate: Retail Directorate	
Location: Hybrid	Date: July 2025
<p>Summary of the Roles Main Purpose:</p> <p>The Head of Retail is an integral part of Retail Directorate and is responsible for maximising the income and profit sustainability from our multi-site/multi-format retail business through the effective and strategic leadership of people, resources, and budgets. The Head of Retail is responsible for the effective management of the retail operation which currently includes 25 retail shops (location details can be found on our website, senior leadership and operational teams including shop staff and volunteers, and growing our retail portfolio.</p> <p>The Head of retail is part of the organisational senior leadership team.</p> <p>Collaborative working will include alongside the Head of Brand & Marketing Communications, Head of Fundraising, Head of Data & Supporter Services, as well as Heads of Finance, HR, Estates and Sustainability and Clinical.</p>	

MAIN DUTIES AND RESPONSIBILITIES:

- Maximise net contribution from retail to ensure that the charity can fund agreed current and planned service levels
- Identify, manage, and achieve optimum outcomes for all new shop acquisitions including store openings, refits and other shop development work
- Build a culture of staff and volunteer development and empowerment to maximise motivation, commitment, and retention.
- Ensure that retail relationships in the communities are identified and managed in a way which achieve the best outcome for the supporter and the charity
- Work with marketing colleagues to maximise charity branding opportunities appropriately in stores and on social media platforms. Collaborate on retail's marketing and promotional calendar.
- Report on current and identified/ implemented sustainable new income streams
- Produce and present agreed financial and non-financial reports for the Director, CEO and the Trustee Board
- Deliver, monitor, and review retail objectives and KPIs, ensuring that through one-to-ones and appraisals, best practice is shared, and poor performance is challenged and addressed

- Work with internal stakeholders to ensure that the retail team is part of the wider Helen & Douglas House team and colleagues are trained, confident in and able to advocate for the charity with customers and supporters
- Ensure all retail units and vehicles are compliant with Health and Safety regulations and the team are trained in and understand their associated responsibilities
- Establish and implement policies and procedures to maximise standards including customer service and sales
- Represent the charity at regional and national network groups and conferences
- Represent the retail team at Executive and Trustee meetings where appropriate and report on strategy and performance
- Work collaboratively with the Executive team and other senior charity heads of department

Key Technical Skills, Knowledge, Experience and Behaviours:

- Proven experience of leading retail teams and in-depth knowledge of all aspects of charity retail, and ecommerce an advantage
- Commercially aware, focused on driving sales and profit
- Proven experience of leading multi-disciplined, geographically dispersed teams working across a range of projects with a track record of delivering results.
- Proven record of identifying new shop acquisitions, following through to successful store openings and continued business implementation,
- People experience, development and coaching, dealing with a variety of HR policies and procedures
- A visible and effective leader - growing, motivating, and inspiring teams to deliver for Helen & Douglas House.
- Strategic thinker with proven experience of developing strategies and shaping long-term plans for Retail.
- Able to contribute to the development of cross organisation strategies, and to quickly understand and demonstrate the ability to lead on the priorities of Helen & Douglas House.
- Ability to deal with and lead through ambiguity and to navigate new territory, setting a clear path and establishing new protocols.
- Significant experience managing multiple and complex projects, with a proven ability to set and deliver to a high standard consistently with competing and demanding deadlines; able to prioritise activity and manage conflicting priorities to achieve results.
- Capable of implementing and managing change in a dynamic and diverse organisation.

- Excellent stakeholder and relationship management skills. Able to build collaborative relationships, communicate effectively and influence a wide range of individuals at senior levels from internal colleagues, external stakeholders, suppliers, and supporters.
- Curiosity to learn, develop, and invest in and others; motivated by our cause and the opportunity to be part of Helen & Douglas House vision.
- Highly professional, flexible, and committed to going above and beyond the remit of the role to achieve and exceed targets. Prepared to take on a wide variety of tasks. Have a “can do” attitude and a demonstrated ability to problem solve.
- Ability to anticipate challenges and address them quickly.