

## **VACANCY**

### **Deputy Store Manager**

**Department:** Retail

**Reports to:** Store Manager

**Direct Reports:** Customer Service Assistants, Sales Assistants and Volunteers in Store Manager's absence

**Designation:** Permanent (5)

**Salary:** £9.38 per hour

**Hours:** 32.5 (Sunday 09:00-17:00, Monday 08:00-14:00, Tuesday 08:00-14:00, Wednesday 13:00-20:30, Friday 14:00-20:30)

**Benefits / Equipment:**

- Annually 28 days holiday Inc. Bank Holidays (182 hours)
- Access to Newlife Pension Scheme
- Staff discount, following 12 weeks service
- Health Cash Plan at level 1, post probationary period
- Allocated parking permit (where applicable)
- Mileage reimbursed for company travel

**About Newlife:**

Newlife's mission is to save and the change the lives of disabled and terminally ill children, across the UK.

We have over 25years of success and we continue to help these children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Funding child health research
- Taking action to campaign for change
- Operating a 'training into work' opportunity for disabled adults
- Protecting the environment

You can find out more about Newlife the Charity for Disabled Children by visiting our website:  
[www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

**Post Summary:**

Newlife is looking for Deputy Store Managers for a brand new store based in Yardley Birmingham, opening September 2019, which will retail clothing, footwear and accessories and will trade over 65 hours per week.

The size of the store will be approx 4,500 sq ft and be based on the successful model of the flagship Cannock Store, so we are expecting a high sales density.

The Deputy Store Manager (DSM) role in Newlife is unique, in that allows you to create the extraordinary by driving sales in your store in turn to generate money for Disabled Children. Our stores are not charity shops but instead a heaven for bargain hunters and Savvy fashionista shoppers that wish to buy well-known brands at discount prices. No two days are the same as due to the nature of the business the product type can

change, therefore you have to be a quick thinker and fast on your feet to change the layout and merchandising to drive sales. You must be commercially minded, people oriented and deliver operational excellence and customer first at all times.

The organisation's culture is based on a clear Mission, Vision and Values (MVV) which you will drive throughout your team, by role modeling the behavior's at all times. We expect the DSM to support the Store Manager to develop the culture in their store which is reflective of the MVV.

You will need to have previous retail management / supervisory experience and be able to work alongside and operate effectively with the Store Manager and store teams. You will maximise retail sales and profit through the effective day to day management of a sales team that will be made up of both paid employees and volunteers. You will also need to live and breathe KPI's, use your creative and imagination to merchandise the product to a high standard and drive the delivery of excellent customer service.

You will also need to be flexible in your approach to work to cover additional hours where required and be willing to cover at other Newlife stores on occasion to meet the needs of the business.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

### ***Essential Requirements:***

- Has previous experience in a retail background at Deputy Manager or Supervisor level or above.
- People management experience, including: recruitment, inductions, reviews, PDR's, absence management and performance issues.
- Excellent communication skills so that you can engage quickly with your team, cross functional working alongside a number of departments outside of your store and customers.
- Ability to deliver against a number of KPI targets.
- The ability to lead, motivate and engage your team to deliver service and targets.
- Enthusiasm and be a self-driven individual who can use their initiative.
- Ability to demonstrate effective customer service through your team.
- Great attention to detail.
- Experience of operational retail processes.
- Experience of stock loss controls and store security.
- Highly resilient.
- Excellent IT skills, proficient in Word, Excel, Access and Outlook.
- Flexibility to cover extra hours as required to meet the needs of the business.
- Flexibility to cover at other stores as required.

### ***Desirable Requirements:***

- Full and (relatively) clean driving license and access to a car.
- Experience of working with volunteers.
- Experience of being a key holder with responsibility for opening and closing a store.
- Experience of working within a charitable organisation.

### ***Primary Responsibilities:***

In respect of Newlife you will have responsibility for:

### ***Compassion:***

- Develop a culture which is reflective of the Mission, Vision and Values (MVV) which you will support the Store Manager to drive throughout your team, by role modeling the behavior's at all times.
- Show resilience, taking feedback on board and delivering any feedback in a positive way to ensure the team remain engaged.
- Knows when it's appropriate to drive forward own views, provide challenge or when to let things go.
- Live and breathe KPI's: takes a resilient approach, know when to adopt their approach with the team to maintain high levels of motivation and engagement.
- Reporting any deficiencies in facilities within your store which detrimentally affect the customer experience or puts any staff, contractors, visitors or customers at risk.
- Adhering to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Demonstrating diligence for safeguarding stock, equipment, consumables including management of entry/exit points, assisting with security checks where required.

- Provide attendance at alarm call outs as required. If the alarm does not set you must call the alarm company.
- Reporting any deficiencies in facilities within your store which detrimentally affect the customer experience or puts any staff, contractors, visitors or customers at risk.

### ***Make things happen:***

- Exceeds expectations of commercial targets and KPI's (round up, refund conversion, growing customer database, ATV, ASP to name a few).
- Support the Store Manager to create energy and pace.
- Support and coach the team to review sales floor layouts, commercial reports and market trends, to ensure every opportunity is maximised.
- By knowing your market, proactively seek, anticipate and responds to shifts in fashion trends and new sales opportunities.
- Be proactive, creative and commercial to sell the product allocated.
- Support the Store Manager to develop and implement SLAP (Stock Loss Action Plan), review on a monthly basis.
- Feedback in a positive constructive manner opportunities related to: events, stock (depth and width), marketing, promotions and service.

### ***Leading in the field:***

- Deliver profitable sales through: stock rotation to minimise discount, effective stock ordering, maximise sales opportunities, control costs and building customer loyalty.
- Ensuring the behaviors, ways of working, product handling and merchandising in store avoids the perception of being a charity shop.
- Make sure every item on the shop floor is priced.
- Support the companies Omni Retail Strategy.
- Deliver operational excellence in all processes: standard BOH, cashing up, stock release opening / closing the store and ensuring all company procedures are followed.
- Manage stock release of desirable / premium brands to create bounce back and excitement.
- Support the Store Manager to exceed on implementation of the Retail Strategy.
- Drive sales on Multi lines through high standards of execution, product presentation and maintaining 100% stock availability.
- Self-aware and proactive about your own development.
- Identify local opportunities for events working alongside Communication and eBay Coordinator.
- Deliver visual excellence at all times on both mixed stock and multi lines.
- The opening and closing of the operation when on duty.
- Completing cashing up of all store takings as scheduled and in line with Company policies and procedures, liaising with the Senior Retail Manager / Finance team where issues occur.
- Ensuring completion of any relevant reports and operational administration.

### ***People at our heart:***

- Create a mentality of Customer First at all times, ensure customer first and task second, a heads up mentality on the floor and ensure customer remains at the forefront of everything.
- Deliver a high standard of silent service.
- Resolve customer complaints to achieve win: win for both Newlife and the Customer.
- Ensure you and your team effectively work across functions through effective communications and building relationships.
- Effective communication between yourself and your Store Manager: take a partnership approach. However, aware at all times the Store Manager takes responsibility, accountability and ownership for their store.
- Creating a supportive sales floor culture to enable all retail team members to develop and maintain confidence, consistently perform to their true potential and use initiative to pro-actively and effectively deal with challenges.
- Train and developing all employees at this site to ensure consistent understanding of all operational requirements including till procedures and cash handling, the delivery of excellent customer service and merchandising.
- Working closely with your sales team to ensure compliance with all Company performance requirements, policies and procedures and in conjunction with the People Team, implement appropriate formal action in line with the Company disciplinary and capability procedures if required with support from the Senior Retail Manager or the People Department where required.

- Communicating effectively and regularly with the Store Manager, your team and the wider Newlife management team to ensure a consistent flow of information to support the effective operation of the business.

Effectively works with Central Support Departments to maximise sales and profit.

**Additional Responsibilities / Expectations:**

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

**Notes:**

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

**Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better
- People at our heart-every day

**Interested?**

Find out more about Newlife by visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk/landing/](http://www.newlifestores.co.uk/landing/) or see what the current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

**To apply:**

Submit a Newlife application Form which is available from our website or by calling The People Team (01543 431495) or by visiting the Super Store in Cannock, via online submission, via email to [peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or via the post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

**Other Info:**

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

