



This is a senior leadership role accountable for award winning high performing shops that deliver + £3.5m in sales in the context of an ambitious and developing trading strategy. The post holder is directly accountable for sustaining and building this performance leading a team of staff and volunteers and in working as part of the central trading and wider hospice teams. The role combines sales and profit targets, creativity, accountability, empathic people skills and a passion for trading. Our retail business is a key driver for organisational success. The Hospice of St Francis Charity provides essential free care across West Hertfordshire and South Buckinghamshire. More than 80% of the income we spend comes from trading and fundraising. Our retail performance (sales and profit) benchmarks at the very top of the sector with award winning and innovative retail formats supported by a strong volunteer base and shop team delivering outstanding customer service.

Permanent: Hours Per week – 37.5 hours Salary/Band 7

The Hospice of St Francis supports flexible working, well-being at work, continuous professional development, paid carers leave and job share

Accountable to: Director of Sustainable Trading

Direct Reports: 5

Main duties and responsibilities:

- Line management and mentoring 5 direct line reports and oversight accountability for a team of 33 whole time equivalent employees (53 people) and 500 volunteers
- Maintain and improve our performance at the top of the charity retail sector nationally
- Hold oversight of leases and ensure effective lease management
- Accountability for delivering more than £3.5m in annual sales, with levels of engagement, profit and performance that deliver the strategic aims of the Charity
- Accountability for retail Gift Aid income and HMRC compliance assuring at least £300k annually from retail claims
- Project manage the process of new shop openings as required
- Accountability for customer complaints, health and safety, fire safety and environmental health across all retail premises working closely with our estates team to assure compliance
- Ensure our shops operate as a physical and digital front door to the hospice, creating a dynamic interactive culture
- Collaborate effectively with peers and colleagues, operating in adherence to the values and ethos of the Hospice
- Contribute to the design, development and implementation of the trading road map, annual budget and profit projections, annually and over 3- 5-year timescales to match the strategic development timelines of the Charity
- Maximise the potential of Electronic Point of Sale to drive performance and provide regular KPI reports internally at all levels, motivating the shop teams, in accountability to the Trading Board and our committees, Board and AGM
- Maintain an up to date understanding of high street trends and charity retail trends and ensure our merchandising, product development, social media and retail innovation maintains our competitive edge
- Assure windows and shop floors meet the highest standards of engagement and stand out on the high street embedding the 'owned brand' and social impact
- Accountable for ensuring a programme of community engagement and events where our shops are community hubs
- Leading projects including lead responsibilities in the set up and opening of new shops
- Implementation of goal setting, career development reviews and routine and regular supervision and team meetings to build an inspiring successful team culture and empower individual performance
- Use a range of digital systems effectively in the management of the business and in communication, including social media, on-line analysis of reach and click rates
- Represent the Trading Directorate at Health and Safety Committee, attend the Trading Board, as required Income generation committee and deputise for the Director at Executive Meetings, deputising for the Director of Sustainable Trading as required
- Embeds equality, diversity and inclusion across trading processes and practices
- Represent the organisation as ambassador and contribute to maintaining the wider public presence of the Charity

Head of Trading

Key Accountabilities, Responsibilities & Tasks	
Departmental & Role Specifics	- Set objectives that are realistic and encourage outstanding performance, in a supportive team culture with effective individual supervision, support and training to ensure our performance continues to benchmark nationally at the top of the charity retail sector. - The senior responsible manager in Trading, holding overall accountability for all aspects of our charity retail operation - As an ambassador for the organisation maintaining excellent relationships with all suppliers and partners - Lead a team of 33 whole time equivalent employees (51 people) and 500 volunteers to deliver at least £3.5m in sales and at least £300k in gift aid annually - Ensure our shops operate as a physical and digital front door to the hospice, creating a dynamic interactive culture - Lead, manage and coach a culture of openness to engage the diversity of the community as customers, donors, staff and volunteers - Detailed understanding and analysis of data from a range of sources in order to collate and provide timely effective verbal and written reports, to agreed schedules, reporting on and managing performance, risk, variance, effectiveness, trends and the cut through impact of innovation - Collaborate internally and with external partners to maintain a range of projects with local colleges teaching and training in fashion, design and social media, including joint events and succession pipelines with apprenticeships, DoE volunteer placements and internships - Hold oversight of leases and ensure effective lease management - Accountability for customer complaints, health and safety, fire safety and environmental health across all retail premises working closely with our estates team to assure compliance - Project manage the process of new shop openings as required - Collaborate effectively with peers and colleagues, operating in adherence to the values and ethos of the Hospice
Qualifications, Skills, Experience, Knowledge & Approach	- High level of education 5 years' retail work experience operating at a senior level, charity retail experience essential - Passion for retail with strong visual merchandise awareness - Outstanding people management and leadership skills (experience of leading staff and volunteer teams desirable). Team player leading by example - Proven focus, delivery and understanding of equality, diversity and inclusion within the sector - An unstinting focus on and demonstrable experience of delivering across all aspects of the role - Excellent understanding of retail marketing and drivers for customer engagement to increase sales, - Demonstrate a high level of numerical and financial understanding to facilitate the analysis of profit and loss accounts and key performance metrics to proactively address variation and trends - Proven success in working with targets (experience of successfully driving growth is desirable) - Proven experience of maintaining regulatory compliance in a retail setting - Proven understanding sustainability in the context of charity retail - Excellent understanding of EPOS system and the proactive use of EPOS data to drive sales - Budget planning and implementation across multiple and varied trading operations - Proven experience of contributing proactively to creative thinking, merchandising, product development with a positive impact on sales - Kindness, compassion and empathy - High level of personal integrity and honesty - Self- motivated and able to prioritise consistent with organisational objectives and targets - Commitment to the aims and ethos of the Hospice - Maintain an awareness of national developments, trends, latest techniques and best practice in relation to the charity retail sector

Head of Trading

Key Accountabilities, Responsibilities & Tasks		
Communication	• Excellent communication and interpersonal skills – confident communicator who understands respects and shows consideration to others and understands their own impact • Effective team management and motivation skills • Ability to engage diverse audiences and make a positive impact in different settings, large and small groups • Strong presentation and reporting skills verbally and in writing, digital methods of reporting and use of social media communicating with range of audiences internally and externally • Competent project manager, able to plan ahead and engage others to deliver goals • An accessible, visible, credible ambassador with a communication style that builds networks to garner support across the community for the charity	
Internal & External Contacts	• 5 Direct reports • Director of Sustainable Trading • Deputy Director of Trading • Logistics and Procurement Manager • Shop managers • Customers, donors, partners/suppliers • All team leaders at the Hospice: people services, finance and estates, media and messaging, fundraising and clinical • Volunteer teams	• CEO, Executive Team and Board of Trustees • Shadow Trading Board • Association Members & Patrons • Patients and Families • Regulators regional officers/partners • Other local Charities • Professional bodies/networks • Charity Retail Association • Relevant regional & national peers • National Charities
Decision Making	• The post holder is expected to take significant responsibility and autonomy for their area of work, taking decisions within their delegated authority and working with a range of people at all levels internally and externally • Competent to make decisions on priorities, plan and project manage • Proven experience undertaking sometimes complex retail benchmarking and analysis experience • Able to undertake investigations, assess evidence, reach conclusions on the balance of probability, make recommendations, devise and implement actions plans • Accountable for meeting deadlines and effective delivery in response to sudden pressures/changes • Ability to deliver written and verbal reports at a senior level • Motivated to continually strive to improve the business, • Promote the cause of the Hospice and Hospice events • Work under pressure to manage a varied workload	
Mental and Physical Consideration. Working Conditions & Environment	• Adaptable, flexible and with excellent attention to detail • Motivated to constantly improve standards and develop new ideas with the rest of the team • Proven understanding of the role of charity retail in sustainability and environmental standards • Reliable and punctual, resilient and solution focused, hardworking and prepared to go the extra mile • Flexibility – willingness to work extra hours and change working pattern where needed • Mental agility to think on feet and generate solutions, resilience when dealing with complexity • Ability to consolidate learning with speed and efficiency • Identify the potential in others and understand the impact of their actions on colleagues. • Ability to move and handle objects, cages and loads including the use of appropriate equipment • Functional ability to window dress, complete shop floor refresh including the use of equipment • Required to work occasional evenings and weekends to fulfil the requirements of the role. • Able to concentrate for long periods and switch between competing tasks effectively • Assess risk and reputation and seek appropriate advice to protect the interests of supporters • The post holder will be required to visit other hospice buildings and locations within the Hospice's catchment area and will need to have the ability to travel there either by car or public transport.	
Health & Safety	• Understand and comply with all Health and Safety, Fire and Infection Control regulations • Complete all mandatory training and ensure compliance of direct reports and contractors • Ensure the safety of staff, patients and visitors in accordance with the Hospice Health and Safety Policy on-site and offsite at Hospice run events • Report and record any accidents or incidents and agree with the Director of Integrated Governance appropriate investigation, action and closed loop learning	
Safeguarding	• Act in a manner at all times to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis • Keep abreast of key changes in legislation, governance, and practice development relevant to the role and the mission of The Hospice of St Francis with onward briefing into the organisation.	