



Save the Children

New Zealand

JOB DESCRIPTION

JOB TITLE:	RETAIL MANAGER
LOCATION:	NATIONAL OFFICE
REPORTING TO:	HEAD OF MARKETING AND SALES
DIRECT REPORTS:	NONE
FUNCTIONAL RELATIONSHIPS:	<u>Internal</u> <ul style="list-style-type: none">• Chief Executive Officer• SCNZ board sub-committees• National office staff <u>External</u> <ul style="list-style-type: none">• SCNZ retail and volunteer network• Other International Save the Children Alliance members• Strategic business partners

Save the Children

Save the Children New Zealand ('SCNZ') is a non-government organization that fights for children's rights worldwide. It is part of the International Save the Children Alliance (the 'Alliance') which is made up of 28 member countries who work together pooling resources to carry out joint programmes in more than 120 countries around the world. Together Alliance members implement more than US\$1.3 billion worth of development projects annually.

Save the Children's values are based on the United Nation's Convention on the Rights of the Child ('UNCRC') and the Universal Declaration of Human Rights, both of which share the conviction that all people are of equal worth, that children have rights, and that everybody has a responsibility to make these rights a reality. The UNCRC requires governments to ensure that children's rights are respected, and Save the Children works with others to advocate this goal. Save the Children's mission is to fight for children's rights and deliver immediate and lasting improvements to children's lives worldwide. Its vision is to work for:

- A world which respects and values each child.

- A world which listened to children and learns.
- A world where all children have hope and opportunity.

Context:

SCNZ has operated a nationwide branch and retail network of 31 shops for over thirty years. With a loyal volunteer base of over 1000 and contributing a significant amount of income to the organization, the retail operation faces several challenges including:

- Lack of clear category management across stores nationwide
- Increasing operating costs and inefficient operating systems
- The need to increase new volunteers

There is the opportunity to revolutionise the retail arm, defining a clear strategy moving forward, utilizing e-commerce techniques, implementing greater business efficiencies, to drive revenue through the retail network. In addition, new retail revenue opportunities are to be developed and delivered through other channels to increase revenue.

Purpose of the position:

To manage the SCNZ National Retail Program including the Branch / Group retail activities, developing and implementing new, commercial and competitive Retail initiatives, and reporting on all relevant aspects of SCNZ Retail to the Head of Marketing and Sales.

Accountabilities:

- Maximise retail income from SCNZ's retail network
- Develop and deliver agreed new, competitive Retail initiatives
- Work with branches and shop managers to ensure and promote a healthy and effective Retail operations which encourage committed volunteer support and achieves a high level of market share.
- Maximise retail revenue through e-commerce

Key Performance Indicators:

- Delivery of agreed growth in sales and income targets
- Delivery of new income from development and delivery of new initiatives
- Development and delivery of new retail e-commerce initiatives which reach target revenue
- Shrinkage kept to agreed levels, with stock levels maintained as per agreed targets
- Customer satisfaction at all levels within the Retail Program
- Operate within approved budgets and operating policies

MORE PARTICULARLY THIS ROLE SHALL BE RESPONSIBLE FOR THE FOLLOWING:

	Task	Expected Results
1	Retail Strategy	<ul style="list-style-type: none"> • Develop and deliver new strategies for CEO or Board approval as required to achieve income growth

		<ul style="list-style-type: none"> • Develop and deliver excellent operational sales management to maximize net profit, and reduce overhead • Ensure all activity is consistent with the agreed Retail strategies
2	Operations	<ul style="list-style-type: none"> • Ensure store merchandising standards are in place including store layout, presentation, and operating hours • Manage shrinkage • Negotiate and complete all shop leases for CEO approval • Negotiate and gain national agreements for shops including EFTPOS, and utilities • Developing and delivering point of sale hardware, software and collateral • Ensuring legal, OSH and other required compliance • Develop and deliver regular sales training and communications materials to the retail network • Maintain and deliver regular sales updates including online promotions •
3	Liaising with Shop Managers / Retail officers	<ul style="list-style-type: none"> • Maintaining regular contact with Shop Managers / Retail Officers and keeping them fully informed on all relevant matters • Responding to correspondence within agreed timeframes • Visiting each shop at least annually • Implementing stock control in agreement with Shop Managers • Ensuring agreed standards are maintained • Achieving a high level of satisfaction from Shop Managers / Retail officers via effective liaison and support
4	Product Supply	<ul style="list-style-type: none"> • Establish and deliver professional product, stock and warehouse management and reporting • Identify product for shops to stock from current and new suppliers • Negotiate for quantity and price directly with chosen suppliers • Manage stock levels at central Warehousing facility and the placing of orders to suppliers where necessary • Arranging and managing storage of stock
4	Monitoring Performance	<ul style="list-style-type: none"> • Establish and maintain effective monitoring procedures for Shop stock utilization and retail performance

		<ul style="list-style-type: none"> • Prepare and deliver quarterly analysis of shop performance and action plans to maximize retail sales and profit
6	Marketing	<ul style="list-style-type: none"> • In conjunction with the Head of Marketing and Sales develop an annual marketing and promotion plan, that sits within the overall strategic marketing of the organization • Advertising campaigns are developed and delivered, monitored, and evaluated • Managing production of promotional material directly with designers and printers, and monitoring / evaluating its use • Ensuring all printed materials are co-ordinated through the Communications co-ordinator and that all signage and related promotion meets required standards • Manage representation of SCNZ initiatives in stores
7	Branding	<ul style="list-style-type: none"> • Monitor use of the brand to ensure a strong brand for the SCNZ shops consistent with SCNZ's brand guidelines
8	Corporates	<ul style="list-style-type: none"> • Develop and deliver SCNZ's corporate Christmas card campaign to maximize profit

Any other duties requested by the CEO.

Person specification:

- **Proven experience of developing and delivering effective retail growth strategies**
- **Excellent commercial and other retail networks**
- **Proven experience of delivering professional operational retail management**
- Relevant experience in the retail industry, including in category management and E-Commerce
- Excellent and professional negotiation skills including with suppliers, commercial outlets, contracts and leases
- Strong written and oral communication
- High level skills in people management with particular reference to volunteer shop staff.
- Advance computer skills, and a knowledge of relevant software packages including MS office
- Contacts with suppliers
- A relevant tertiary qualification is desirable but not essential
- Proven ability to manage projects within budget, while achieving agreed outcomes
- An understanding and commitment to the goals and aspirations of the organization
- Is committed to the principles of the treaty of Waitangi