

Job Title: Sales Assistant (Key Holder)
Reports to: Store Manager
Dept/Location: Retail Operations

Our **Vision** is for everyone in North & East Herts to be able to have timely access to wellbeing Care.
Our **Mission** is to generate income to fund Garden House Hospice Care

Job Summary

The Sales Assistant plays a key role in the day-to-day running of a preloved retail store, supporting the delivery of sales targets, excellent customer service, and high retail standards.

As a Key Holder, the post holder will take responsibility for opening and closing the store when needed, ensuring security, and supporting the smooth operation of the shop in the absence of senior managers. The role contributes to the organisation's **Seven S's**:

Sales – Service – Staff (paid and voluntary) – **Standards – Stock – Safety – Stock Loss**

Main Duties & Responsibilities

Retail & Commercial Performance

- Support the delivery of sales income and KPI targets.
- Assist in achieving Gift Aid targets by promoting sign-ups and ensuring compliance.
- Ensure all items are priced correctly before being displayed for sale.
- Replenish stock regularly and maintain strong shop floor availability.
- Support promotions, seasonal activity, and local campaigns.
- Maximise sales through effective merchandising and customer engagement.

Customer Experience & Store Standards

- Deliver consistently high standards of customer service.
- Create a welcoming, inclusive, and positive shop environment.
- Maintain excellent visual merchandising and housekeeping standards.
- Handle customer queries and feedback professionally, escalating where required.
- Act as a positive ambassador for the charity at all times.

Key Holder Responsibilities

- Open and close the store in line with procedures.
- Take responsibility for the security of the premises, stock, and cash.
- Complete cashing up and end-of-day processes accurately.
- Respond appropriately to incidents, emergencies, or safeguarding concerns.
- Key holders must not authorise their own purchases and must adhere to the staff purchasing policy at all times
- Ensure the store is safe, secure, and ready for trading at all times.

Staff & Volunteer Support

- Work collaboratively with staff and volunteers to ensure smooth daily operations.
- Provide guidance and support to volunteers on tasks and processes.
- Help create a positive and inclusive team environment.
- Support volunteer induction and ongoing engagement where required.

Stock Management

- Sort, prepare, and display donated goods to maximise value.
- Ensure stock rotation and replenishment is maintained.
- Maintain stockroom organisation and efficiency.
- Follow stock control procedures to minimise loss.

Gift Aid Responsibilities

- Promote Gift Aid confidently to donors and customers.
- Support correct processing and labelling of Gift Aid items.
- Encourage team awareness and engagement with Gift Aid processes.

Community Engagement & Donor Relations

- Build positive relationships with donors and customers.
- Encourage repeat donations through excellent service.
- Promote the work of the hospice and its impact in the community.
- Support local events and in-store activities where required.

Health, Safety & Compliance

- Follow all Health & Safety policies and procedures.
- Report incidents, accidents, and near misses appropriately.
- Comply with safeguarding, GDPR, and financial procedures.

Skills & Experience

- Previous retail or customer-facing experience (desirable)
- Strong customer service and communication skills
- Ability to work both independently and as part of a team
- Good organisational skills and attention to detail
- Confident handling cash and operating tills
- Trustworthy with a strong sense of responsibility (essential for key holder duties)
- Values-driven with a passion for charity retail and community impact.

T&Cs

- Appointment subject to pre-employment checks including DBS and health screening.
- This job description is not exhaustive and may be amended following consultation.
- Garden House Hospice Trading is an equal opportunities employer. We value diversity and are committed to creating an inclusive environment for all staff and volunteers.

