

Job Title: Assistant Store Manager
Reports to: Store Manager
Dept/Location: Retail Operations
Hours: 37.5 per week (5 days out 7)
Contract: Permanent

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 Assistant Store Manager supports the Store Manager in the day-to-day operation, commercial performance, and presentation of a preloved retail store.

The role focuses on driving sales, maintaining high retail standards, supporting volunteers and staff, and always ensuring excellent customer service. The Assistant Store Manager will deputise for the Store Manager when required and play an active role in maximising income, including the promotion of Gift Aid, while ensuring compliance with policies, procedures, and safety requirements.

The post holder is accountable for delivering results across the organisation's Seven S's:

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

Main Duties & Responsibilities

1. Retail & Commercial Performance

- Support the delivery of sales income, profit, and KPI targets for the store.
- Assist with analysing sales performance and implementing actions to improve results.
- Ensure effective pricing, stock rotation, and replenishment to maximise income from donated goods.
- Support promotions, seasonal campaigns, and local initiatives to drive footfall and sales.
- Work collaboratively with the Store Manager and wider retail teams to meet trading priorities.

2. Customer Experience & Store Standards

- Deliver a consistently high standard of customer service & hospitality.
- Ensure the store environment is welcoming, tidy, accessible, and aligned with the charity's brand.
- Maintain strong visual merchandising standards to maximise sales and customer engagement.
- Act as a role model for customer service, professionalism, and positive behaviour.
- Handle customer queries and complaints confidently and sensitively, escalating when required.

3. Leadership & People Management (Paid Staff)

- Support the Store Manager in supervising paid staff.
- Provide day-to-day guidance, coaching, and feedback to team members.
- Assist with inductions, training, and development activities.
- Ensure staff adhere to policies, procedures, and expected standards of behaviour.
- Step up to manage the store in the Store Manager's absence, ensuring continuity of leadership.

4. Volunteer Management Responsibilities

Volunteers are central to the success of the retail operation. The Assistant Store Manager will:

- Support the recruitment, induction, and retention of volunteers.
- Help create a positive, inclusive, and supportive volunteering environment.
- Allocate daily tasks to volunteers, ensuring roles are clear and appropriate.
- Provide on-the-job guidance and encouragement to enable volunteers to work safely and confidently.
- Promote teamwork and good communication between volunteers and paid staff.
- Support the maintenance of accurate volunteer rotas, records, and hours.
- Escalate any concerns or issues to the Store Manager promptly and sensitively.

5. Gift Aid Responsibilities

The role has a key responsibility for maximizing Gift Aid income in line with HMRC requirements.

- Support the maximisation of Gift Aid income in line with HMRC requirements.
- Promote Gift Aid confidently to donors and customers.
- Ensure Gift Aid processes are followed correctly, including donor sign-up and labelling.
- Support the training of staff and volunteers in Gift Aid awareness and compliance.
- Monitor Gift Aid activity within the store and highlight opportunities for improvement.

6. Community Engagement & Donor Relations

- Support positive relationships with donors and members of the local community.
- Encourage repeat donations through excellent service and engagement.
- Represent the charity positively and professionally at all times.
- Assist with local marketing activity and social media content where required.

7. Health, Safety & Compliance

- Support the Store Manager in maintaining a safe working environment.
 - Ensure Health & Safety procedures are followed by staff and volunteers.
 - Report accidents, incidents, and near misses in line with policy.
 - Ensure safeguarding, data protection, and financial procedures are always adhered to.
 - Challenge unsafe practices and escalate concerns appropriately.
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Skills & Experience

- Previous experience in a retail or customer-facing environment.
- Experience of supervising or supporting staff or volunteers.
- Strong customer service skills with a commercial mindset.
- Good organisational skills and ability to prioritise workload.
- Confident communicator with a supportive and approachable style.
- Awareness of visual merchandising and retail standards.
- Understanding of Gift Aid processes (or willingness to learn).
- Flexible, reliable, and resilient in a fast-paced environment.
- Values-driven with an interest in charity retail and community impact.
- Trustworthy, professional, and able to work with integrity.

T&Cs

- Appointment subject to pre-employment checks including DBS and health screening.
- This role involves managing multiple sites; access to own transport or suitable transport links is essential.
- 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.

I, _____ (employee name), confirm that I have received and reviewed this Job Description and understand the duties and responsibilities associated with my role.

I acknowledge that this Job Description is intended to provide a general outline of the main duties and responsibilities of the position and may be reviewed and updated from time to time in line with business needs, following appropriate consultation where applicable.

I understand that this document forms part of the performance appraisal and review process.

Signature:	
Date:	

