

North East Lincolnshire Women's Aid

Job Description – Retail Shop Supervisor – Hainton Square



Responsible to: Retail Manager; Head of Operations; Chief Officer

Responsible for: Volunteer team and Retail premises

Hours: 9.30am to 4.30pm

Days: 5 days per week

Flexibility: Flexibility is crucial to this position - We are looking for applicants to cover Monday to Saturday. While the days are flexible, hours are not and will be as stated above.

Salary: £12.33 per hour (*to be increased in 2026*)

Main Purpose of the Role

To support the day-to-day operations of the Women's Aid retail shop, leading a motivated volunteer team to achieve excellent customer service, strong sales performance, and a positive community presence. To support the Retail Manager in her absence. The role combines practical shop management with people development, ensuring the shop reflects the values, professionalism and reputation of Women's Aid.

Key Responsibilities

Volunteer Leadership

- Induct and supervise volunteers to ensure a confident, skilled and supported team.
- Provide ongoing support and development opportunities for all volunteers.
- Promote teamwork, inclusion and open communication within the volunteer group.
- Support in ensuring rotas, absences, cover and records are managed effectively.

Shop Operations

- Lead the daily running of the shop, ensuring presentation, layout, stock and customer experience meet high standards.
- Oversee stock control, rotation, storage and safety within donation areas and storage spaces.
- Maintain shop cleanliness, merchandising and window displays consistent with brand standards.
- Make sure policies and procedures are implemented, to ensure a safe, inclusive and positive environment for staff, volunteers and customers.
- Support cross-shop collaboration, communication and growth across the wider retail team.

Customer Experience & Community Engagement

- Provide an excellent standard of customer care, promoting Women's Aid in a professional and welcoming way.
 - Contribute to community awareness of Women's Aid, encouraging supporters and donors.
 - Represent the organisation positively at all times and help to strengthen relationships with local businesses and supporters.
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Financial & Performance Accountability

- Take responsibility for achieving agreed shop income targets through effective sales, Gift Aid promotion and cost control.
- Support the Retail Manager by inputting & contributing to sales performance and reports.
- Ensure accurate cash handling, banking and reconciliation procedures are followed at all times.
- Manage stock levels and pricing to maximise income while maintaining quality and value for.
- Support the delivery of seasonal campaigns, local fundraising and organisational initiatives that drive retail income.
- Contribute to the organisation of fundraising activity/events with other staff members.

Health, Safety & Compliance

- Ensure the shop and donation areas comply with all health, safety and safeguarding requirements.
- Report and manage maintenance issues promptly.
- Promote best practice in manual handling, fire safety and accident reporting.

Teamwork & Organisational Contribution

- Work collaboratively with managers, other supervisors and assistants across the retail team.
- Contribute to organisation-wide meetings, training sessions and events when required.
- Share best practice and ideas to strengthen Women's Aid's retail success.
- Join team members in awareness raising events, stalls/stands etc.

Success Measures / Key Performance Indicators

Success in this role will be measured by:

- Consistent achievement of agreed sales and Gift Aid targets.
- A motivated, reliable and well-supported volunteer team.
- Positive customer feedback and repeat community engagement.
- High shop presentation and standards.
- Accurate and timely completion of reports, banking and administrative tasks.
- Evidence of contribution to wider organisational campaigns and initiatives.
- Volunteer recruitment and retention.

General

- Promote a safe, caring and inclusive environment for all.
- Work flexibly and collaboratively to meet service needs.
- Undertake ongoing training and personal development relevant to the role.
- Carry out any other duties appropriate to the post.

Person Specification – Shop Supervisor

ESSENTIAL DESIRABLE

EXPERIENCE OF

Supervising a team within a retail environment	✓	
Working with and supporting volunteers or staff	✓	
Delivering against financial or income targets	✓	
Handling cash, banking, and till reconciliation	✓	
Visual merchandising and maintaining high standards	✓	
Stock control and rotation processes	✓	
Promoting Gift Aid or similar incentive schemes		✓

SKILLS & ABILITIES

Leadership and interpersonal skills – able to motivate, support and engage volunteers	✓	
Excellent customer service and communication skills, written and verbal	✓	
Ability to plan, organise and prioritise workload effectively	✓	
Numeracy and basic IT skills (email, EPOS systems, Microsoft, Outlook)	✓	
Ability to manage performance	✓	
Ability to respond to challenges calmly and fairly	✓	
Creative approach to displays, marketing and community engagement		✓

VALUES & BEHAVIOURS

Commitment to the aims and values of Women's Aid	✓	
Respectful and inclusive approach to people from all backgrounds	✓	
Reliable, proactive and self-motivated	✓	
Calm, adaptable and solution-focused when under pressure	✓	
Commitment to confidentiality and safeguarding	✓	
Willingness to undertake training and continuous professional development	✓	
Understanding of trauma-informed and person-centred practice		✓

QUALIFICATIONS / KNOWLEDGE

Retail, customer service or management qualification		✓
Awareness of Health & Safety and risk management	✓	
Understanding of equality, diversity and inclusion in practice	✓	