



POSITION DESCRIPTION

Be part of our mission:

To improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

To find out more about our kaupapa, and what we stand for, visit redcross.org.nz

Job Title: Retail Instore Experience and Product Sourcing Lead
Group: Engagement and Enterprise
Location: Wellington / Auckland/Christchurch
Reports to: Director Retail
Position status: Full-time
Version date: July 2025

OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

WHAT WE STAND FOR

The Red Cross and Red Crescent Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in response to an international disaster.

ABOUT THE GROUP

Engagement and Enterprise

The Engagement and Enterprise Group comprises of four core functions (directorates).

- The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness.
- The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities.
- The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products.
- The Retail directorate is responsible for the creation of revenue through the sale of donated products through 45 Red Cross shops across the country.

POSITION PURPOSE

Reporting directly to the Director Retail, the Retail Instore Experience and Product Sourcing Lead will be responsible for these key functions:

- Championing a consistent and exceptional customer experience across the national retail portfolio, positioning our brand as a leader in service excellence
- Building national relationships with retailers and manufacturers to seek donations of high value items for Red Cross Shops, and to maintain records and ensure appropriate recognition for donors.
- Developing and supporting a national pricing framework that provides guidance, promoting price consistency across the portfolio of shops.
- Gathering information and understanding of second hand product and pricing trends in the marketplace. To effectively communicate this information to support all our shop teams to maximise and grow our margin.

KEY RESPONSIBILITIES

Customer Experience

- Developing guidelines and training products that will promote an excellent service experience for customers, including running workshops as required.
- Developing guidelines and training products that will support shops to deliver effective merchandising including instore product layout, displays and promotional materials
- Supporting Regional Managers to implement effective training instore and monitoring activities and outcomes, associated with the customer experience.

Product Sourcing

- Developing and maintaining a national approach to donation pick up and product delivery.
- Building and maintaining strong working relationships with retailers, distributors and manufacturers resulting in the donation of new and ex-shop products, that can be sold across the portfolio of Red Cross Shops.

- Managing and communicating to our shops, the donor requirements for ex shop products around reporting, de-branding and promotion of these products.
- Ensuring donors are valued and receive appropriate recognition for their donations.
- Coordinating the efficient distribution of product (used and new) across the portfolio of Red Cross shops
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Product Pricing

- Developing and maintaining a national pricing framework with comprehensive guidelines for different product types and brands, to ensure we are optimising sales value whilst also representing fair second hand market value.
- Introducing training programmes, support material and workshops, to ensure that our Teams understand and can readily implement the pricing framework in our shops.

Other

- Develop and maintain a national approach to online sales, supporting shops with building this capacity in their stores and looking for potential new opportunities for online sales.
- Other tasks related to overall performance of the shops as assigned by the Retail Director

HEALTH SAFETY AND WELLBEING

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes, and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.
- Follow NZRC HSW policies, standards, and procedures.
- Do not undertake any activities for which you are not adequately trained.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

RELATIONSHIPS

Internal

Director Retail
National Retail Support Team
Regional Retail Managers
Philanthropy – Corporate Partnerships
Retail Shop Managers
Retail employees and volunteers

External

Retailers and manufacturers
Customer Service Training Agencies

STAFF

Direct

Nil

Indirect

Coordinating and facilitating function across the Retail Directorate

PERSON SPECIFICATION

Qualifications and Experience

- A tertiary qualification in a related field i.e. business/marketing.
- Work experience in a role that focused on retail merchandising and/or customer service training.
- Experience writing manuals / guidelines.
- Experience delivering training (face to face and online).
- Experience in business development and commercial relationship building

Skills and Attributes

- Demonstrated ability to operate and contribute at a strategic level.
- Excellent communication and relationship-building skills.
- Strong written and verbal presentation skills to communicate and present ideas and solutions in a compelling way to the target audience.
- Ability to work independently and proactively when required.
- Proven ability to build and maintain strong positive relationships with people from diverse backgrounds.
- Empathy with humanitarian causes.
- Enthusiasm and commitment to working as a team member of New Zealand Red Cross
- A personal alignment with and commitment to the Fundamental Principles of the Red Cross Red Crescent Movement.

TRAVEL

- Ability to occasionally travel, including overnight.

DELEGATIONS

- Financial: Nil

NOTE

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.