



NEW ZEALAND  
**RED CROSS**  
RIPEKA WHERE AOTEAROA

## 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](https://redcross.org.nz)

**Job Title:** **Shop Manager (B level Store)**

**Group:** **Engagement and Enterprise**

**Location:** **Hamilton East**

**Reports to:** **Retail Regional Manager**

**Position status:** **Permanent, Full-Time**

**Version date:** August 2024

### 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 Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

## ABOUT THE GROUP

### Engagement and Enterprise

The Engagement and Enterprise Group has four core functions. 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 about 50 Red Cross shops across the country.

## POSITION PURPOSE

The Shop Manager is responsible for the maximising of sales and profitability of the shop, through the effective leadership of our member/volunteer team, employees and management of stock. This includes the provision of a learning environment for our people, to help them grow and develop and be effective in their roles.

The incumbent will be required to work during shop opening hours and the hours of work will be based on a roster basis. As the Shop Manager you may from time to time be required to work additional hours to that rostered. We will endeavour to give as much notice as possible of any changes needed.

- Promoting excellent customer service, providing service training and leadership. Driving sales with good systems and processes, following marketing planner and retail support guidance
- Financial management and administration; till operation and cash handling skills and training, banking and record keeping
- Maintaining shop presentation and merchandising standards, with effective displays.
- Stock management: efficient processes and controls, to maximise sales and maintain standards .
- Supporting and training volunteers and employees, with relevant skills
- Recruitment, training and rostering of volunteers, to enable effective shop operation
- Champion our Health, Safety and Wellbeing practices.

## KEY RESPONSIBILITIES

### Overall Shop Operations and People Management

- Ensure that the shop is always clean, organised and well presented.
- Ensuring effective sorting, processing, pricing and rotation of stock. Monitoring quality of garments, pricing and goods displayed.
- Ensure the shop layout and stock presentation is maintained to a high standard, with a view to being inviting for customers, easy to find items and safe to navigate.
- Provide monthly report information on shop operations, donation trends, volunteers, sales and the local environment to Retail Regional Manager.
- Know the competition, but focus on our goals, to be one step ahead!

- Act with pride and professionalism in all you do and say – ensure your personal brand and presentation reflects the Red Cross way and values.
- Provide training opportunities for members/staff to enhance customer service in consultation with the Retail Regional Manager.

### **Volunteer/Member and Employee Management**

- Recruit, train and retain the shop employee and volunteer duty roster, for effective operation, including, opening for the advertised trading hours.
- Maintaining and promoting cooperative working relationships with all people involved on the shop roster.
- Provide effective leadership and support to all of our people, by acting as a role model for the responsibilities this role requires.
- Ensure that adequate training is provided for all people undertaking shop duties.
- Promotion and induction of volunteer/member applicants, encouraging and supporting their efforts
- Initiate regular and effective communication within the shop team, to build a positive and supportive environment.
- Be familiar with the Red Cross Policy, code of conduct and the Retail Procedure Manual, to ensure our policies, standards and processes are adhered to.

### **Cash/Finance Management**

- Manage all aspects of the day-to-day floats, till processes, EFTPOS and banking.
- Be responsible for the accounting and recording of all financial transactions and for timely banking, ensuring cash reserves are kept to a minimum and within the limits required.
- Ensure financial information is accurately recorded and reported, as required, in a timely manner.
- Adhere to all policies and procedures.

### **To carry out Red Cross obligations**

- Ensure the shop meets Red Cross Policy, Retail Procedure requirements, and retail legislation, including the Fair Trading Act, Consumer Guarantees Act and provided product safety guidelines.
- Ensure that Red Cross information is readily available to customers, volunteers and employees. and is displayed in a professional manner, as requested.
- On occasions, support the Retail team by assisting at new shops, and providing training assistance or peer support as directed by the Retail Regional Manager.
- Attend Retail and Red Cross meetings as required, including our Retail National hui, held periodically.
- Ensure health and safety obligations are met and that hazards in the workplace are identified and managed in accordance with Red Cross policy, including the identification of problems and resolutions through the Retail Regional Manager
- Any other duties as required.

## **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 you are not adequately trained for.

- 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

NZRC employees and volunteers  
Administration Support and Communications  
Advisor Special Projects and Marketing  
Retail Regional Manager  
Director Retail  
GM Engagement and Enterprise  
NZRC local Area Council

### External

Potential volunteers (groups and individuals)  
Customers  
Donors

## PEOPLE

### Direct

1-2

### Indirect

0-2

### Volunteers

15-25

## PERSON SPECIFICATION

### Knowledge

- Knowledge of systems involved with retail operations, key sales drivers, stock management including stock rotation, administration and banking
- Positive leadership, team motivation and people development
- Exceptional customer service standards and de-escalation techniques for difficult situations

### Qualifications and/or experience

- A minimum of two years' experience in a management role, preferably in Retail, or a customer service orientated role with people management responsibilities.
- Proven experience in leading teams, delegating work responsibilities, training staff, driving sales growth, controlling expenses and administration accountability.
- Strong relationship management skills including the ability to motivate, train, support and guide teams to be successful
- Experience working in retail, particularly clothing or charity shops, would be advantageous

### Skills and other attributes

- Excellent customer service skills, with ability to manage difficult situations if needed
- Experience/interest in leading and training volunteers with varying skills and abilities
- Experience or interest in design and a flair for great displays and merchandising
- Experience in cash handling, cash management, and retail shop operations
- Self-motivated with a positive and friendly approach
- Ability to work efficiently and problem solve, to achieve positive outcomes
- Ability to carry out physically demanding work including, standing for long periods, heavy lifting and manoeuvring
- Be prepared to work regular hours, generally including one weekend day, with some flexibility as needed, to support your team.
- Be enthusiastic and have the commitment to work as a team member of Red Cross
- Empathy with humanitarian causes
- A commitment to the Fundamental Principle of the International Red Cross Movement is imperative.

## **TRAVEL**

The appointee may be required to undertake some travel for this role.

## **DRIVER LICENCE**

A current full car driver licence is preferred for this role.

## **DELEGATIONS**

Financial: Tier 5

Employment: Tier 4

## **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.