

Staff Role Profile: Shop Assistant

Job Level	1a	Reports to	Shop Manager
Contract	Permanent	Directorate	Fundraising

Scale and scope of role

Direct reports	Nil	Indirect reports	Nil
Budgetary responsibility / accountability	Nil	Accountability for other resources	Nil
Reach and impact	Provision of customer focussed approach to supporting the retail department maximise sales within shops to generate income for the Red Cross.		

Context

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills.

We are part of the global Red Cross and Red Crescent humanitarian network. We refuse to ignore people in crisis.

Our principles and values

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Directorate overview

The role of Shop Assistant sits within the Fundraising directorate.

The Retail Department, which forms part of the Fundraising Division, operates around 330 Red Cross charity shops throughout the UK and has a complement of over 6,500 volunteers and 700 paid staff and a turnover in excess of £28m per annum.

Purpose of the role

To assist the Shop Manager and volunteers in dealing with customers to help maximises sales and presenting an excellent image of the British Red Cross.

Main responsibilities

- > To be familiar with till procedures, to operate the till and to assist the volunteers with till operation
- > To accept donations from members of the public and assist with carrying to the stock room
- > To actively promote Gift Aid to donors and the Red Cross Loyalty card to all customers and donors
- > To be familiar with the shop stock and actively promote sales of goods
- > To assist the Shop Manager with sorting donated stock and preparing items for display and sale in line with set standards and procedures
- > To assist the Shop Manager with cashing up and banking processes and procedures at the end of the day
- > To assist the Shop Manager in maintaining a tidy and organised stockroom and shop floor
- > To assist with the cleaning of the shop/stockroom including vacuuming, dusting, retouching displays, tidying rails and shelves etc.
- > To work with volunteers and other members of staff to deliver excellent customer service to all customers

Criminal Records Check

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Diversity

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

You can read more about our commitment to diversity [on our website](#).

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
Knowledge	Essential ✓✓	<ul style="list-style-type: none"> Understanding of financial and numerical information and the importance of hitting targets Ability to interpret and implement working practices and procedures (e.g. relating to operational processes) 	
	Desirable	<ul style="list-style-type: none"> Ability to understand issues related to working with volunteers 	
Skills	Essential ✓✓	<ul style="list-style-type: none"> Proven customer care skills Proven IT skills 	
	Desirable	<ul style="list-style-type: none"> 	
Experience	Essential ✓✓	<ul style="list-style-type: none"> Experience working in a retail environment Experience of relating to a wide variety of customers and people Experience with cash handling and reconciliation 	
	Desirable	<ul style="list-style-type: none"> Experience of using initiative for positive results 	
Behaviours		<ul style="list-style-type: none"> Communicating and influencing – tailors their approach Embracing and leading change – is positive about change Accountability for resources – is commercially minded Managing personal impact – is self aware Developing yourself and others – develops own capability 	
Additional requirements	Essential ✓✓	<ul style="list-style-type: none"> Upholds the fundamental principles and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). Ensures inclusive practice and promotes diversity Able to work weekends and public holidays Able to travel to cover other shops and attend training as requested Ability to lift and carry bags and boxes full of donated stock, including clothes and books, and (depending on shop) light/heavy furniture (this is a genuine occupational requirement of the role) 	
	Desirable	<ul style="list-style-type: none"> Able to work additional hours as necessary 	

In order to be shortlisted for interview, you need to meet the essential criteria as outlined above. N.B. All disabled candidates who meet the essential criteria (✓✓) will be short-listed for interview in line with our commitment to the Disability Confident Scheme