



# Candidate pack

Role: Store Manager



British Heart  
Foundation



# Contents

Welcome letter from Alli Swaine-Hughes . . . . .	3
About British Heart Foundation . . . . .	4
Working in retail . . . . .	5
Being a responsible charity . . . . .	7
Our strategy to 2030 . . . . .	8
Equality, diversity & inclusion . . . . .	9
Our values . . . . .	11
Our benefits . . . . .	12
Job description . . . . .	13
How to apply . . . . .	16

# Appointment of Store Manager

Dear Candidate,

Thank you for your interest in our role of Store Manager at British Heart Foundation (BHF).

It is my privilege to lead the Retail team for the UK's largest charity retailer.

British Heart Foundation is strong, highly effective and well respected nationally and internationally. Every day we turn to research for hope, which is funded solely by the generosity of our supporters. At BHF, we know the only way to get closer to a world free from the fear of heart and circulatory diseases is to invest in pioneering research that has the greatest potential to improve and save lives.

When it comes to retail, we are leaders in the sector. We have around 680 stores across the UK and ongoing expansion plans. We serve 60 million customers each year. Plus we've regularly delivered annual profits of up to £30 million that help fund pioneering research into heart and circulatory diseases. We couldn't do it without our people who run a seamless operation, get a kick out of finding brilliant products, and deliver first-rate customer service.

As a Store Manager you'll be leading a team of paid colleagues and volunteers to success selling products ranging from furniture, electrical, clothing, books & music.


We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, which sets out a roadmap of the changes we want to see by 2025. Our growing commitment to equality and diversity spans across our organisation and we pride ourselves in being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Alli Swaine-Hughes  
Retail Director





“CPR and heart surgery saved my life when I was six. Research made that happen.” - Jady Briggs

# About British Heart Foundation

For more than 60 years, British Heart Foundation has been at the forefront of cutting-edge research that has saved and improved millions of lives. But, despite this progress, our work is needed more than ever today. Over 7 million people are living with heart and circulatory diseases in the UK - that's our parents, grandparents, children and siblings. Heart and circulatory conditions remain the biggest killers globally.

We raise money to fund research that helps to save and improve lives, and to support people affected by heart and circulatory diseases. These diseases can affect anyone.

For over 60 years we've been a leading independent funder of research into heart and circulatory diseases. We are the UK's largest charity retailer with around 700 stores, an employee base of over 4,000, supported by a further 18,000 volunteers.

Our lifesaving work is primarily advanced through long-term investment in medical research. We have £437 million of BHF-funded research underway, with an aspiration to invest in excess of £1 billion in research over the next ten years.

We have so much to be proud of. But we know we're just scratching the surface of our true potential. And the challenges we face are as grave as ever.

There is nothing more precious than our hearts. But the tragic reality is that millions of people's hearts are at risk. Mounting numbers of people face an agonising wait for care, while many more live in hope of treatments and cures that could save or improve their lives.

At the same time, we stand at the precipice of revolutionary scientific advances. From unleashing the power of artificial intelligence (AI) and Data Science which could stop heart attacks and strokes, to finding revolutionary gene editing cures to end sudden cardiac death.

We need more support. By joining British Heart Foundation, you could help us bring hope to people living with heart and circulatory diseases in the UK.



# Working in retail

Let us share our story so far...

Our retail operations began in 1987 with two very determined fundraisers from Leicester, Dorothy and Anne. From their initial shop, their legacy lives on. We have opened an average of one shop every fortnight for 36 years and we now have around 680 stores across the country. We are the UK's largest charity retailer.

We fully appreciate that we have a role going beyond being a great retailer. We continue to connect with our local communities who generously offer gifts of reusable quality goods or give their time volunteering in our stores.

Our diverse retail operations continue to deliver significant profits to help fund our lifesaving research. We continue to review our shops and the property we invest in and plan to open further shops in several improved formats in the next five years.

Multichannel retailer

Online remains at the forefront of our retail growth as we increase investment in our data capabilities, customer service and customer facing technology infrastructure.

We launched a new in-shop online listing tool so that all our shops can list and despatch items directly as well as through our central online operation in Leeds.

We've continued investing in our in-store technology, such as Wi-Fi, to enable our colleagues to make the most of online retail opportunities by listing and selling directly from all our shops.

Our online sales grew 36% over the course of 2022-23, including 44% year-on-year growth through our eBay shop that focuses on selling high value and unusual donations. This successful year reinforced our position as eBay's largest charity retailer worldwide.

Our new goods online shop grew by 13% over 2022-23, driven by strong sales of medical devices such as defibrillators, blood pressure monitors and ECG monitors.



# Open to opportunities

## Making sustainable choices

Our core activity of selling pre-loved items makes a huge contribution to sustainability, and, over 2022-23, we sold over 55,000 tonnes of donated items, including nearly 190,000 sofas, nearly 4.4 million books and over 10 million items of clothing.

The items we reuse and recycle have a significant positive environmental impact, enabling lower greenhouse gas emissions, reducing pressure on natural habitats for raw materials and conserving limited resources such as rare metals and water.

We have also begun our transformation to a green car fleet, and all new cars on order are either electric or hybrid. We have also started trialling our first electric vans across our fleet of over 300.

We have switched all our carrier bags over to biodegradable materials and we have also switched to a 100% renewable electricity tariff to power our buildings.

## Stock partnerships

Our shops and online sales operations can handle almost any type of donation, enabling us to support a wide range of organisations and their environmental, social and corporate governance strategies.

During 2022-23 we received major stock donations from a wide range of organisations including Charles Tyrwhitt, boohoo group plc, Amazon, Happy Homewares, Novati and Snugz for which we are particularly grateful. OCS donated 500 beds, mattresses and furniture items used during the Commonwealth Games that we were able to sell for £100,000.

Our Pack for Good campaign continues to encourage over 100 universities and their students to donate items throughout the year.

We are delighted to have also onboarded eight additional national partnerships with student accommodation providers this year.







# Being a responsible charity

We've become a more socially, environmentally and financially sustainable organisation.

Our core purpose is to save and improve the lives of people affected by heart and circulatory diseases. We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

Climate change, environmental sustainability and social inequality are some of the critical challenges of our time and are clearly highlighted in the UN's Sustainable Development Goals. Our own health is dependent on the planet we inhabit, and the way societies are structured, which are often unfair and unequal on its people. We recognise our responsibility and the important role we play in tackling these issues.

Our strategy to 2030 highlights our commitment to being a healthy and inclusive place to work and a leading force for good in society. We are proud of our progress in the area. Our retail activities contribute significantly to the UK's economy and communities. Our EDI 'Igniting Change' strategy demonstrates

our commitment to improving equality, diversity and inclusion in all areas of our work, and we have programmes underway to reduce the environmental impact in many areas – from our transport to our supply chains. But we want and need to do more.

In response to soaring energy costs, we formed an Energy Efficiency Task Force and launched an energy awareness campaign, You Have the Power, to share energy saving information with BHF colleagues and volunteers.

Overall we were able to reduce our consumption by 10% over 2022-23. We will continue to explore energy efficiency improvements and to give our staff and volunteers more power to reduce energy consumption while providing a safe and comfortable working environment.

Funding animal research is not a decision we take lightly. You can read more relating to our commitments in research [here](#).

# Our strategy to 2030

Inspiring support, accelerating breakthroughs, saving lives.

BHF has never been more needed. But we're poised and ready to meet this moment.

Our strategy is a commitment to helping achieve this vision, and sets out the objectives and activities we will prioritise in the years ahead.







Team BHF attending  
Birmingham Pride 2023

# Equality, diversity & inclusion

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

Reducing heart and circulatory disease health inequalities is an important part of our strategy to 2030. The ongoing work of Kaleidoscope, our equality, diversity and inclusion group, as well as our Research Inequalities Working Group, demonstrate our commitments to improve equality, diversity and inclusion for our staff, our volunteers, and our funding activities. We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy, Igniting Change, sets out our roadmap of the changes we want to see by 2025.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work and progression for those with care responsibilities, working parents, those with disabilities and long term health conditions, different age groups, those from underrepresented ethnic backgrounds, LGBTQ+ individuals and many more forms of diversity, visible and invisible.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQ+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

Whilst working for BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.

# Building an inclusive and supportive environment

Many heart and circulatory diseases are diseases of inequality. We are committed to funding lifesaving science for everyone, and we are committed to being an inclusive employer.

At BHF we want to ensure our workforce reflects the general population of the United Kingdom, so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

## Staff engagement

Listening to our colleagues, and understanding what matters, is always the first step in improving the employee experience.

Our wide-ranging employee survey received record support (69%), and attracted 19,000 comments and views. Our engagement score, one of the most important measures we track, was maintained at 7.5 out of 10.

## Heartfest

In June 2022 we held our first Heartfest, an online festival that brought BHF colleagues together to celebrate our work and give everyone a chance to reconnect with each other and to our cause. The various interactive sessions featured colleagues, patients, researchers and supporters sharing inspiring stories, with music and wellbeing sessions adding to the festival feel.

Heartfest returned in 2023, bigger and better, and incorporated both online and in person events at BHF offices and shops across the UK.



## Becky's story

Becky Newham, Senior Manager, Planning and Performance: "I'm 38 and have been living with sight loss since the age of 8. I've worked with various individuals across the organisation to raise awareness of some of the challenges I face and improve some of our ways of working. For me to be fully included it requires support from everyone on an ongoing basis."

## Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQ+ community. BHF colleagues took part in Pride events across the country, including Edinburgh, Birmingham and London Pride events.

# These are our values

We are proud that the work we do is funding groundbreaking, lifesaving research that one day could see a world free from the fear of heart and circulatory diseases, including conditions such as heart attacks, stroke and vascular dementia.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the science that keeps millions of hearts beating.



## We're brave

We speak out. We're decisive. We're innovative.



## We're compassionate

We're open and honest. We respect others. We care.



## We're informed

We're clear. We're open minded. We're work together.



## We're driven

We're focused. We're determined. We keep learning.





# Our benefits

We all achieve more together when we're happy and healthy

As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here.

Our generous benefits include:



## Annual leave

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



## Health cash plan

We will help cover the costs of certain medical treatments to ensure if you need treatment, they are more affordable.



## Family leave

We offer 12-weeks' pay package for all family leave including maternity, paternity and adoption leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



## Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



## Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring responsibilities, bereavement, and specialised medical appointments.



## Pension

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.





# Job specification

## Job description

Job title	Store Manager		
Directorate	Retail		
Team	Stores		
Reporting to	Area Manager	No. of direct reports	
Agility contract type	Stores		
Location	In store		
Budgetary responsibility			
Job level	6	Date	Jan 2021

## Role summary

To maximise store sales and profit by leading a team of paid colleagues and volunteers to success selling products ranging from furniture, electrical, clothing, books & music. You will set clear objectives leading by example on the sales floor. You will be a proactive and driven store manager who is confident working within a fast-paced environment.

Commercially driven you will always be looking out for new ways to maximise sales within your store by taking action when things are not working. You will be an Ambassador for the BHF who consistently strives to build their knowledge of the BHF whilst encouraging their team to do so. You will ensure that all colleagues are providing a high standard of customer service and maintaining a high standard of housekeeping to deliver our retail proposition.



## Key responsibilities

---

### Sales and Profit

- To achieve profit targets by maximising sales and minimising costs
- Ensure that key items of all stock categories are available at all times
- Having an effective plan to generate stock and increase customer awareness
- Explore all cost-effective income streams, with omni-channel and online being priority to deliver our retail proposition, ensuring all colleagues trained fully on process and procedures
- Ensure store standards are maintained through correct use of visual merchandising guides
- Maintain a high standard of visual merchandising and housekeeping in all areas
- Ensuring all colleagues are providing a high standard of customer service to deliver our retail proposition
- Explore all effective income streams
- Implement promotions in the shop as per BHF guidelines
- Collaborate with BHF divisions in the local community through supporting events and campaigns
- Reacting to sales trends and analysing data to make a positive impact
- Implement all BHF promotions to drive sales
- To promote House clearance service to maximise store profit
- To increase store profits through driving Gift aid income and compliance
- Achieve profit targets by maximising sales and minimising costs to control the P&L
- Oversee the warehouse and sort room operations with a hands-on approach if needed

### People Management

- To motivate, support and train the team to perform to their greatest potential by leading through values driven behaviour
  - Training and development – ensuring all mandatory training and performance reviews are completed
  - Actively recruit volunteers to achieve targeted hours
  - Ensure BHF policies are adhered to by staff and volunteers
  - Create an organised and enjoyable working environment for colleagues to allow them to be their best selves
  - Maintain team member personal records
  - Lead and motivate a team to strive for results
  - To support the BHF health and wellbeing culture by creating a supportive team environment.
  - Ensure colleagues are informed of business communications, promotions and information relating to BHF and ensure all colleagues comply with our policies
-



#### Customer experience

- Ensure excellent customer service through a well-trained and engaged store team
- Ensuring that it is easy for our customers to access our services (donations, delivery, house clearance)
- Demonstrate drive and enthusiasm and be able to inspire others to deliver excellent customer service
- Handling customer complaints in a timely and professional manner
- Ensuring our customers feel valued by making it easy for them to donate and buy from us
- Always do the right thing for our customers and ensure we go the extra mile for them

#### Stock

- Select and price stock in accordance with BHF price guides to maximise sales
- Ensure collections/deliveries are carried out in a timely and efficient manner meeting customer's needs
- Ensure stock is stored safely to comply with H&S
- Comply with all guidelines regarding the sale and stock control of New Goods

#### Managing stock loss

- Security & Income protection
- Be fully compliant with all audit requirements
- Adhere to GDPR guidelines to ensure all personal data is correctly stored
- Adhere to all BHF policies in relation to cash handling and security procedures
- Maintain security of the building at all times

#### Health and Safety & Compliance

- Provide a safe environment that protects all store colleagues and general public
- Carry out daily and weekly checks as per BHF guidelines
- Ensure all colleagues comply with all Health & Safety regulations and operation procedures as per BHF policies
- To ensure the appropriate PPE is used when required



## Person specification

### Knowledge, training and qualifications

---

- Proficient with all of the Microsoft Office suite
  - IT literate with knowledge of digital platforms e.g eBay and Indeed.co.uk
  - Ability to use technology to promote your store
  - Good numerical skills
  - Good Organisational skills
- 

### Experience

---

- Experience of working in a customer facing role and leading a team in retail, hospitality or service industries
  - Experience of working in a large space environment
  - Previous experience of people management and a proven track record of people development
  - Thriving in a fast pace environment
  - Ability to use technology to promote your store
  - Good numerical skills
  - Good Organisational skills
- 

### Skills and attributes

---

- Create a safe and inclusive environment where people feel able to, and are expected to, speak up and challenge
- Make timely, evidence-based decisions
- Be flexible and open to different and new ways of working
- Make bold decisions and take action if things are not working
- Cascade relevant information to create inspired and well-informed teams
- Be inclusive and fair in my approach to managing and developing teams

---

### Safeguarding

---

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

---





# How to apply

To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact them on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)



**British Heart  
Foundation**