



# Candidate Pack

Role: Sales Assistant

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# Appointment of Sales Assistant



Dear Candidate,

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

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

Our vision is a world where everyone has a healthier heart for longer. A world where fewer hearts stop without warning and more of us can live well for longer with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances – we are more confident than ever.

Together, we believe we can stop the devastation for the millions affected by these conditions. All it takes is passionate people like you standing alongside us and believing in the power of research to create a better, brighter, healthier world for everyone.

When it comes to retail, we are leaders in the sector. We have 650+ shops across the UK. We serve millions of customers each year. 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 Sales Assistant you'll contribute towards maximising store sales and profits as well as the successful day to day running of the store.

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 setting out a roadmap of changes with want to see. Our growing commitment to equality, diversity and inclusion spans across our organisation and we pride ourselves on 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.

Allison Swaine-Hughes

Chief Commercial Officer



# About us

If you had a heart condition in the early 1960s, your chances of survival were slim. At that time, cardiovascular disease caused more than half of all deaths in the UK, and 7 out of 10 people who had a heart attack in the UK died.

It was clear that something had to change, and fast. So, a group of cardiologists formed British Heart Foundation (BHF) in 1961 and set out to find lifesaving answers through science and provide health information and support to those who need it most.

Since then, research we've funded has been at the forefront of scientific progress across the globe. We've helped transform treatments for heart attack, helped to restart hearts with the development of portable defibrillators and proved that statins can save lives, offering hope to those who desperately need it.

These are incredible achievements and a testament to the passion of the researchers we fund and BHF staff, volunteers, and supporters. Thanks in part to these breakthroughs and many others, the number of people dying from cardiovascular disease each year in the UK has nearly halved since BHF was set up. But our work is far from over.

Despite the strides we've made, cardiovascular disease remains the world's biggest killer. In the UK alone, 1 in 4 of us

die from them. It affects people of all ages and can stop hearts unexpectedly – leaving gaping holes in families and futures in tatters. This is why our research is still needed.

Hearts are precious. We write from them. Sing from them. Follow our dreams with them. And while we understand more about them today than we did seven decades ago, there is still so much left to discover. BHF can't tackle these conditions alone. The only way we can rise to some of the biggest challenges in cardiovascular medicine and save more lives is by continuing to fund scientific research.

Our vision is a world where everyone has a healthier heart for longer. Where fewer hearts stop without warning and more of us can live well with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances, we are more confident than ever. Together, we want to stop the devastation for the millions affected by cardiovascular disease. All it takes is passionate people like you and believing in the power of research to create a better, brighter, healthier world for everyone.

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

Jadyn Briggs



# Working in retail

British Heart Foundation is the UK's largest charity retailer. Every year, our 650+ shops turn people's donated items into millions of pounds to support lifesaving research. Every sofa donated, every hour volunteered, and every shirt purchased makes a difference.

However, the retail environment is challenging and rapidly changing. Central to our strategy is continuing to innovate - both in our shops and online - to fund research that will keep hearts beating healthier for longer.

In the coming years we will:

- Continue to evolve our shops and store formats, creating unique shopping experiences for people - whether they are looking for a new dining table or a vintage outfit.
- Build on our position as the world's largest charity seller on eBay, while growing the range of products available on our online shops.

- Continue to partner with organisations who share our passion for sustainability and reuse - such as Charles Tyrwhitt, whose donations have raised millions of pounds for our work.
- Embrace new technologies, including artificial intelligence, to improve the profitability of our operations and improve customer experiences.
- Continue to make BHF one of the most rewarding, inclusive and fulfilling retailers for our incredible colleagues and volunteers.

Just like the research we fund the retail environment never stands still. And neither can we, if we're to raise the funds needed to support lifesaving research.



# Being a responsible charity



Every year we make further progress to being a more sustainable, fairer and well-governed charity.

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.

When it comes to environmental factors, links to cardiovascular disease are clear. Research shows that people living with cardiovascular disease are more likely to be negatively impacted by extreme weather such as intense heat and cold.

We're also committed to making BHF as sustainable as possible throughout its operations. This includes a commitment to reducing avoidable waste, and reducing our carbon footprint with a commitment to be a net zero organisation by 2045, at the latest.

This covers all areas of our activities, from direct emissions, such as the heating we use in our BHF offices and stores, to the much more significant indirect emissions from within our supply chain through to how the research we fund is undertaken.

Our sustainability targets are ambitious and have been designed in accordance with the Greenhouse Gas Protocol and the Science Based Targets Initiative (SBTi). Our roadmap to net zero has six focus areas.

- energy efficient and zero emission buildings
- zero emissions transport
- product sourcing and suppliers
- travel and logistics
- waste and circular economy
- responsible research funding.

BHF remains dedicated to investing our funds responsibly, in line with our mission and values.

Sometimes the research we fund may involve animals; this isn't something we take lightly and you can read more about our commitments in research on our website.



# Our strategy



Our strategy sets out how we aim to save and improve lives on a scale more ambitious than ever before.

Our vision is a world where everyone has a healthier heart for longer. We'll get closer to that day by focusing on three goals:

- We will stop heart disease before it starts, by revolutionising how we prevent it
- We will save more lives from heart disease by discovering groundbreaking treatments and cures
- We will support everyone with heart disease to live a longer, healthier life.

## Our vision

**A world where everyone has a healthier heart for longer**

## Our goals

What we're trying to achieve

### Stop

Stop heart disease before it starts



### Save

Save more lives from heart disease



### Support

Support everyone with heart disease to live a longer healthier life



## Our priorities

How we'll achieve it

### Inspire

Inspire support and income to power lifesaving research



### Advance

Advance the scale, breadth and impact of cardiovascular research



### Transform

Transform the information, care and support available to all people affected by heart conditions



### Accelerate

Accelerate impact by unlocking the potential of our people, technology and culture



# Belonging

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.

An important starting point is making sure BHF's workforce reflects the general population 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.

The ongoing work of our Health Inequalities and Research Inequalities working groups demonstrate our commitments to improve EDI beyond our own workforce, and into the wider healthcare systems and research ecosystems we work so closely with

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 sets out our roadmap of the changes we want to see.

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 LGBTQIA+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

Colleagues frequently organise internal events to foster a sense of belonging, often led by one of our Affinity Groups which serve as a focal point for colleagues with shared interests to come together. For example, we enjoyed a fantastic and joy-filled celebration of Diwali at both our London and Birmingham offices.

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

We recognise the importance of ensuring BHF offers an environment that allows all our colleagues and volunteers to thrive. Our equality, diversity and inclusion (EDI) strategy, continues to deliver positive improvements to ensure this is the case.

Whilst working at 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.

## Improving diversity in research

Making the world a fairer place is an important goal, one that we are proud to contribute to by tackling inequalities in cardiovascular health, improving the diversity of our research workforce, and making BHF a more inclusive place to work.

We want to have achieved greater inclusivity in the funding and the design of research, as well as in the cardiovascular research community. We have focused on collating data that defines our starting point, so we can take the right action to improve diversity.

We've published our first research funding diversity report. The report provided valuable insight that is helping us shape our future actions to address under-representation in our research community.

## Staff engagement

Every year we reinforce our EDI commitment through a colleague engagement survey, to help us understand how we can continue to improve.



One of the most important questions is whether BHF has created an environment where people of diverse backgrounds can succeed. Last year, 2023-24, we were at 86% and set a target score of 90% for January 2025 which we are pleased to say we achieved this year!

## Enhancing our benefits

We aim to empower and support the health and wellbeing of everyone who works at BHF, and so we continually review our staff benefits to ensure they are fair and attractive both to current and potential employees.

We've recently added a holistic and flexible Support Leave provision for everyone. This provides extra paid time off to support colleagues or others close to them during a life event.

## Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQIA+ community. BHF colleagues have taken part in Pride events across the country since 2018, including Pride marches in Edinburgh, Cardiff, Belfast and London.

# Wellbeing

We take immense pride in fostering an environment that prioritises the health, safety, and wellbeing of our employees, volunteers, and customers. Our excellence in health, safety and wellbeing is about cultivating a culture where every individual feels valued and safe.

One of our standout initiatives is the Live Well Work Well project group, which plays a pivotal role in enhancing workplace wellbeing. This group organises a myriad of activities and resources aimed at promoting and supporting mental, physical, social and financial health.

At BHF, we believe that a safe and healthy workplace is the foundation of success. As we continue to innovate and grow, our commitment to health, safety, and wellbeing remains unwavering. Join us and be a part of an organisation that not only values your professional contributions but also cares deeply about your overall wellbeing.

## A flexibly connected organisation

Our flexibly connected programme allows colleagues to work flexibly, in a way that helps unlock their best work for the cause.

The programme has been engaging with our Champions network, gathering insights from colleagues through our Ways of Working Study, to continuously adapt the approach where needed. It was awarded the Best Flexible Working Strategy at the HR Excellence Awards.

Join us at BHF and be part of a team that truly cares about your wellbeing. Together, we can make work to a world where everyone has a healthier heart for longer, while supporting each other every step of the way.



# Our People Power

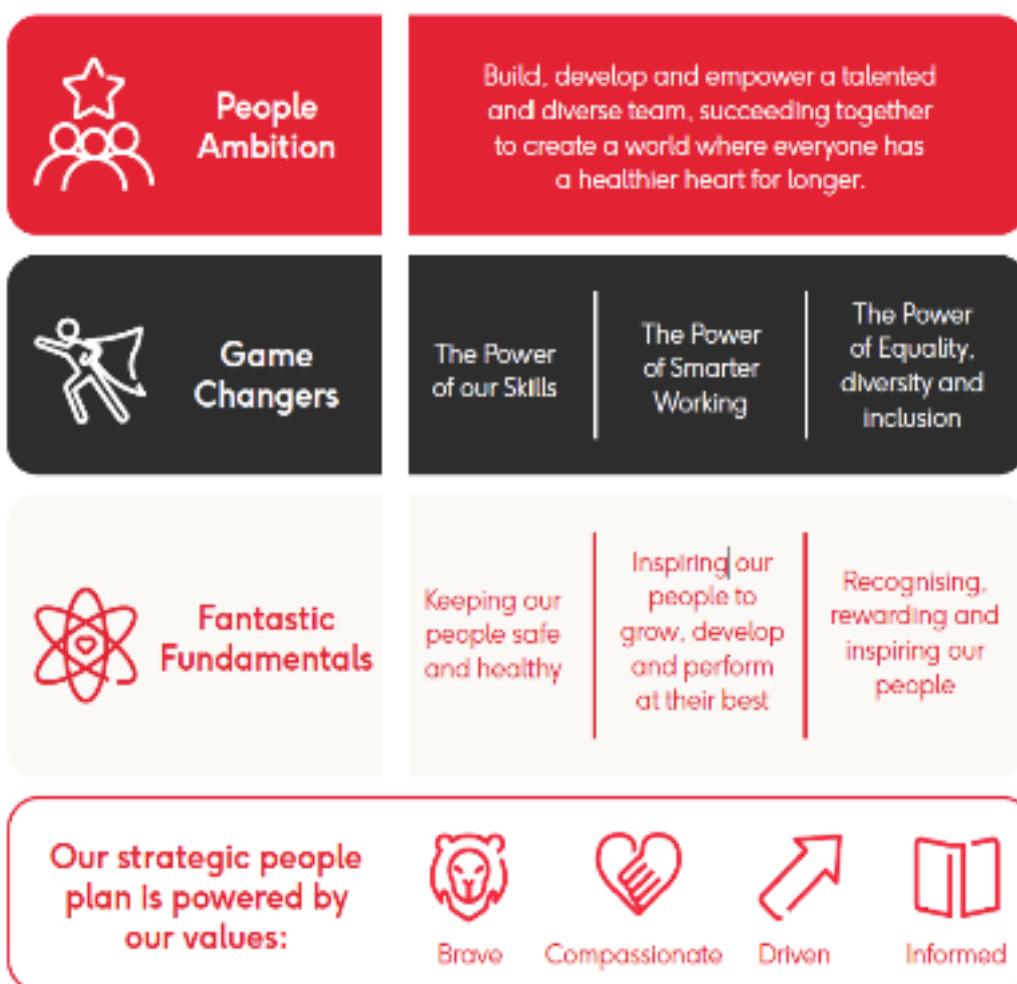


Our vision is a world where everyone has a healthier heart for longer, but we can't get there without our brilliant colleagues and volunteers.

At the heart of Our People Power sits our central people ambition, through which we will drive performance to further progress and accelerate BHF's lifesaving work, leveraging the unique talents and skills of our people.

We will power up our people to bring their best every day, providing a brilliant work experience, continuing to make BHF a great place to work. Through inspiring, empowering and enabling our people, whatever their role and background, we will collectively power towards our vision as a world where everyone has a healthier heart for longer.

To achieve our strategic aims, we need everyone pulling in the same direction. Our people ambition unites us all, bringing all our people (colleagues and volunteers) together to play their part in creating a world where everyone has a healthier heart for longer.



# Our values



We are proud that the work we do is funding groundbreaking, lifesaving research. Our vision is a world in which everyone has a healthier heart for longer.

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 research that keeps millions of hearts beating.



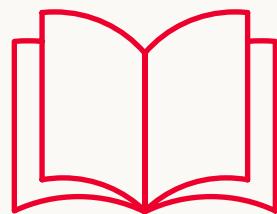
## Brave

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



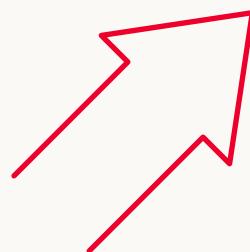
## Compassionate

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



## Informed

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



## 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.



## Family care

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



## 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.



## Health care

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



## 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.



## Pensions

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 description



Job title	Sales Assistant		
Directorate	Commercial		
Team	Retail Shops & Stores		
Reporting to	Store Manager		
Agility contract type	Shops & Stores	No of direct reports	N/A
Location	On site		
Budget responsibility	N/A		
Job level	8		

## Role summary

To contribute towards maximising shop sales and profits as well as the successful day to day running of the shop. To deputise for the Shop Manager and Assistant Manager in their absence.

To represent the BHF in a professional manner reflecting our core values and beliefs.

# Key responsibilities



## Sales:

- Achieve maximum sales at all times.
- Promote and process Gift Aid according to the British Heart Foundation policy.
- Ensure that the high standard of service to customers that is expected by the British Heart Foundation is maintained at all times.
- Price stock at a consistent level and in accordance with the BHF price guide.
- Maintain the correct level of stock density on the sales floor.
- Actively support any national fundraising promotions as directed by Head Office or your Area Manager/line manager.
- Implement any promotion in the store as directed by Head Office or your Area Manager.
- Run the store in the managers absence

## Store Appearance:

- Maintain a high standard of display, both in the window and internally.
- Keep merchandise clearly ticketed and priced.
- Achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the shop premises.

## Stock:

- Encourage the public to donate saleable goods.
- Ensure that stock is well presented.
- Ensure that stock flow, both on and off the sales floor is according to BHF guidelines.
- The role will require manual work, which includes moving stock.
- Ensure that all van collections and deliveries are carried out within the 48 hour timescale.
- Keep the warehouse and electrical room clean and tidy, and the stock in good order.
- Comply with all legal standards outlined for electrical goods.
- Comply with all instructions regarding the sale and auditing of New Goods.

## Voluntary Staff:

- Create a happy working environment and to increase efficiency and job satisfaction.
- Assist in the recruitment and training of Volunteers.

## Administration and Security:

- Complete all administrative paperwork such as sales sheets and stock control sheets correctly and promptly.
- Bank daily according to BHF policy.
- Ensure that all BHF till procedures are adhered to and that cash is kept secure.
- Order consumables/stationery as necessary.
- Notify a senior member of staff in the event of suspected theft or dishonesty by any member of staff.
- Ensure that no unauthorised person is allowed to inspect the store or to examine sales or other records.
- Complete stock taking as required

## Health and Safety:

- Comply with all Health and Safety regulations as per BHF Health and Safety policy.
- Report any maintenance or Health and Safety issue in the store to the Area Manager/line manager and Building and Maintenance Department at Head Office.

## General:

- Any other duties as appropriate.

# Knowledge, training and qualifications



- Good level of general education
- IT literate and numerate
- A knowledge and understanding of the BHF cause and its objectives

# Experience

- Previous retail experience or experience of working in a busy customer facing role.
- Experience of cash handling and reconciliation.

# Skills and attributes

- Excellent customer service skills
- Excellent communication and relationship building skills with the ability to build rapport with people of differing ages, backgrounds and cultural origins.
- Good organisational skills
- Strong team player with the ability to work collaboratively with others
- Ability to work under own initiative
- Approachable with a can do attitude
- Committed to achieving the highest retail standards at all times
- Results driven but with a recognition of right result, right way

## 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. You may also be asked a few application questions, depending on the role you're applying to.

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 us on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)

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**