



# Candidate Pack

Role: Store Manager Designate



British Heart  
Foundation

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# Appointment of Store Manager Designate



Dear Candidate,

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

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

Our vision is a world free from the fear of heart and circulatory diseases. 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 around 700 stores across the UK and ongoing expansion plans. 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 Store Manager Designate you'll provide support to BHF shops and/or stores within a geographical area until allocated permanently to a shop or store within a reasonable travel distance for the individual.

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, 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.

Alli Swaine-Hughes  
Retail Director



# About us

There is nothing more precious than our hearts. But millions of people's hearts in the UK are vulnerable and need our help. British Heart Foundation (BHF)'s mission is to raise money to fund research that saves and improves lives and supports people affected by heart and circulatory diseases.

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.

With over £430 million of BHF-funded research in progress, we have an aspiration to invest in excess of £1 billion in research by 2030.

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, the researchers we fund really are making science fiction a lifesaving reality. From our CureHeart programme, which offers hope of a cure to 30 million people worldwide with an inherited heart muscle disease for the first time in history, to using data science and artificial intelligence (AI) to predict heart attacks before they even happen, we're proud to be backing transformational research that is changing the world.

However, we need your support. By joining BHF, you could help us bring hope to people living with heart and circulatory diseases in the UK.

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

Jadyn Briggs



# Working in retail

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 are the UK's largest charity retailer, and we have opened an average of one shop every fortnight for 36 years and we now have around 700 stores across the country.

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 operations have maintained their position as the UK's premier charity retailer and the world's leading eBay charity retailer, achieving record sales levels. This has been reflected by the incredible contribution of our donors, shoppers and team members across the four nations.

Our retail performance reflects another successful year (2023-24) of growth across our Clothing and Home formats, with total sales up 5% on

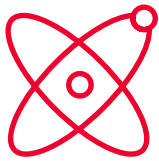
the prior year. This performance continues to be driven by our combination of choice, value and sustainability delivered in community locations, which is increasingly attractive to our customers and supporters.

Stock donations drive the breadth and quality of our retail offer, such that we are so grateful for the generosity of so many individuals and corporate supporters. In addition, running our shops is dependent on the time given by our 18,000 wonderful volunteers, who represent an increasingly diverse and vibrant community.

Our online offer, which includes sales of donated stock via eBay, as well as a growing contribution from a range of heart health products such as defibrillators, blood pressure monitors and portable ECG devices, remains a key area of focus and growth. In 2023-24 we achieved a 9% growth in online sales to a record £14.8m.



# Open to opportunities



## Retail innovation and investment

We've accelerated our new store opening programme and, over the course of 2023-24 opened 15 new locations, including six re-sites. Our extensive store refurbishment programme continues to improve the retail experience for customers and the working environment for our colleagues. All these shops have benefited from our new Store of the Future design, which focuses on improved sustainability and will continue to be refined as we move forward.



## Responsible operations

Reducing avoidable waste is a cornerstone of our drive for operational sustainability, re-using and recycling what we can. We achieved the milestone this year of removing all single use non-biodegradable plastic carrier bags from our retail network.

Talks with traders, community groups, waste managers and environmental activists in Kenya and Ghana – where a proportion of clothing donated to BHF ends up – have also given us a better understanding of the used clothing value chain, and its social and environmental benefits.

Our company car fleet is now 39% fully electric, with the remainder hybrid. We also have our first two electric vans on the road as part of a pilot scheme which we hope to build on in the next year.



## Growing online revenue

BHF is now the world's leading charity eBay seller and, by the end of 2023-24, had sold an extraordinary two million items since joining the platform. Our teams are now listing more than 20,000 items every week.

Sales of new goods through our online shop grew by 13% during 2023-24, driven by strong sales of defibrillators, blood pressure monitors, and the successful introduction of ECG monitors.



# Being a responsible charity

We've continued our journey to become a more socially, environmentally and financially sustainable organisation.

Our mission 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.

Links between environmental factors and heart and circulatory diseases are clear. Research shows that extreme weather, such as intense heat and cold, have negative impacts on people living with these conditions.

We see it as a key part of our core purpose – to make sure that we carry out our lifesaving work in a responsible way. Our progress this year has included setting our 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.

This year we have focused our work on mapping BHF's full carbon footprint. This gives us a detailed view of where and how we can make the most impact to reduce our impact.

Our roadmap to net zero has six key areas for initial focus:

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

These commitments form an ambitious roadmap to be an ever more responsible organisation to our planet and our people.

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 to 2030

Rising to unprecedented challenges

We are on a mission to protect all our hearts, so no one has to live in fear of heart and circulatory diseases.

Our strategy to 2030 has guided us in making this impact. It sets out the changes we want to see in the world by 2030, and how our work will help us achieve them.





# 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 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, volunteers, and supporters, as well as 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.

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, LGBTQIA+ individuals and many more forms of diversity, both 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 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.

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. Our equality, diversity and inclusion (EDI) strategy, Igniting Change, recognises that everyone's circumstances are unique. We are committed to funding lifesaving research for everyone, and we are committed to being an inclusive employer.

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

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

Our highest scoring areas in the latest colleague engagement survey were goal setting, fair treatment, responding appropriately to instances of discrimination and that BHF has created an environment where people of diverse backgrounds can succeed.

## Heartfest

In June 2022 we held our first ever 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.

Heartfest has since been a yearly event, growing each year and incorporating both online and in person events at BHF offices and shops across the UK.

## 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, and our commitment to creating a safe and healthy workspace has been recognised nationally, culminating in the prestigious ROSPA Gold Award we proudly received in 2023.

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 based outside of shops and stores 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

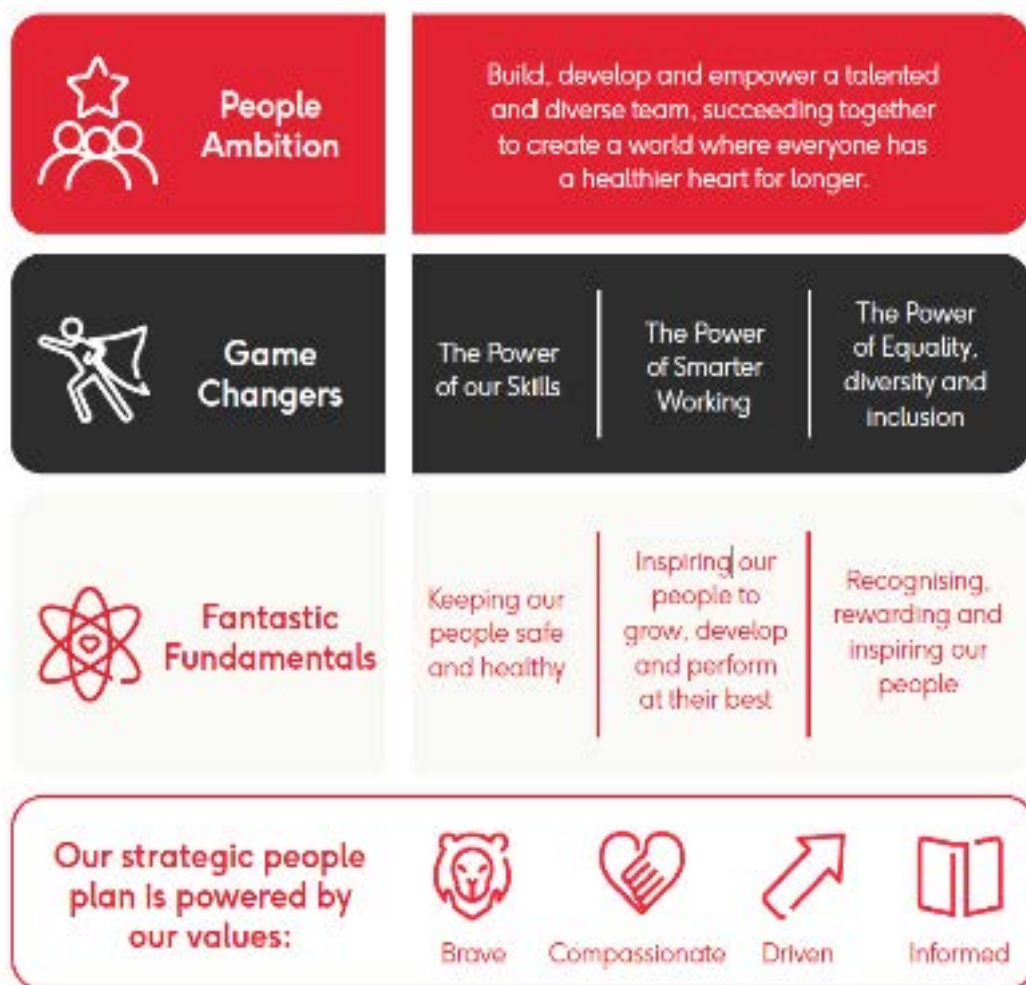


Our vision is a world where everyone has a healthier heart for longer, but we can't get there without our brilliant colleagues and volunteers.

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 mission to keep hearts beating healthier 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 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 research that keeps millions of hearts beating.



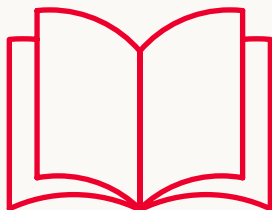
## Brave

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



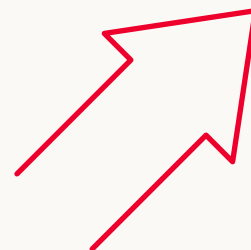
## Compassionate

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



## Informed

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



## Driven

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



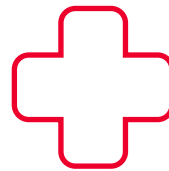
# Our benefits

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.



## Health care plan

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



## 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.



## 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.



## 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	Manager Designate		
Directorate	Retail		
Team	All fascia types (inclusive of Standard Shops/Home Stores/Home & Fashion Stores)		
Reporting to	Area Manager		
Agility contract type	Field	No of direct reports	Location dependent (inclusive of staff and volunteers)
Budget responsibility	Shop/Store location budget		
Job level	6	Date	April 2025

## Role Summary

BHF is the largest charity retailer in the UK with over 680 stores, inclusive of Home stores and High Street shops. We have over 3500 staff and 17,000 volunteers welcoming over 60 million visits into our shops and stores each year.

The Designate Manager role provides support to BHF shops and/or stores within a geographical area until allocated permanently to a shop or store within a reasonable travel distance for the individual.

This population of Managers allows an individual to maximise their training and development opportunity by experiencing running/supporting different locations.

The Designate Role will not exceed (and not limited to) 18 months before being assigned a permanent BHF location. This role supports individual development alongside supporting the day to day running of the required shops/stores in the locality.

The individual will have contribution and development goals agreed upon with their Area Manager for the duration of their designate role.

# Key responsibilities



## Job Overview

- Responsibility of the assigned shops to determine shops performance and positively impact in commercial performance
- Lead by example to encourage collaborative working, demonstrating BHF values and behaviours, and fostering a positive and inclusive working environment
- To proactively support shops on sourcing stock using all possible means within their community, inclusive of house collections, business contacts, community activity, and shop floor promotion
- Demonstrate drive and enthusiasm and be able to inspire others to deliver on excellent customer service
- To lead and support the team in training, coaching, and development of volunteers, whilst growing your own experience of running a BHF retail shop or store
- Cover in shops within a reasonable distance for holiday cover, and/or general support

## Sales

- Achieve profit target is achieved by maximising sales and the effective management of costs in the assigned location
- Actively support and drive plans to achieve the volunteering hours target within assigned location
- Utilise commercial tools to identify opportunities to maximise the potential of different product categories within the location, inclusive of in-location sales and online
- Achieve Gift Aid budgets and achieve the required Gift Aid conversion rates whilst adhering to all HMRC requirements in the assigned location
- Ensure that the high standard of service to customers that is expected by the British Heart Foundation is maintained at all times
- Actively support any national fundraising or instore promotions as directed by our Central Support Office or Area Manager

## Shopfloor and Back of House Operations

- Action daily floor walks within assigned location to ensure BHF Visual Merchandising and Density Standards are achieved within a safe shopping and working environment
- Ensure the sales floor layout is as per the current divisional guidelines in conjunction with your Area Manager
- Achieve and maintain high standards of housekeeping, organisation and cleanliness in all areas accessed by our colleagues and customers
- Implement all POS as directed by shop bulletins

### Stock Generation

- Actively encourage the public/businesses to donate saleable stock through strategic stock generation plans for the assigned location
- Manage, in conjunction with your Area Manager, a van collection service if required in order to provide enough stock to support the turnover of the location
- Appropriately manage van drivers in line with BHF guidelines and in conjunction with Area Manager
- Ensure there is an adequate flow of stock to the salesfloor based on turnover band
- Manage the Rotation and Markdown cycle of stock according to the requirements of the location agreed with the Area Manager
- Comply with all instructions regarding the sale and control of New Goods in all shops

### Staff and Volunteers

- Actively recruit volunteers and provide training so they are able to perform their jobs efficiently and effectively and assigned shops
- Provide ongoing training and development for paid staff and volunteers to enable them to perform their jobs effectively in a welcoming, positive and inclusive working environment
- Ensure completion of all mandatory training modules for relevant team members in the assigned location
- Organise rotas to ensure the location runs effectively and to organise duties required both on the salesfloor or in the back of house areas (ie. warehouse or sort room)
- Inform team of business communications, promotions and information relating to BHF
- Ensure that all staff understand and adhere to BHF policies
- Motivate and support the team to perform to their greatest potential by leading through values driven behaviour

### Administration and Security

- Ensure all relevant administration inclusive of financial, Cash handling and security procedures are adhered to and completed on time according to BHF procedures
- All banking to be completed daily in any assigned location
- Shop/store key responsibility in assigned location must be kept secure at all times and the location must be left secure whenever left unattended
- Notify Area manager (and/or required Emergency services) should an internal or external security incident occur
- Ensure all staff and volunteers valuables are safe and secure and placed in a locker allocated
- Ensure all required IT and Data security processes adhere to BHF standards

### Health & Safety

- Provide a safe environment that protects all staff, volunteers and the public in assigned shops
- Comply with all Health & Safety regulations as per BHF H&S policy
- Report any maintenance or Health and Safety issues in the location to the appointed Area Manager and central building and maintenance team as per our reporting guidelines

### General

- Ability to travel to locations within a reasonable radius of the geographical area allocated
- Any other reasonable duties as agreed upon with your Area Manager

# Knowledge, training and qualifications



- Good level of general education
- IT literate and numerate
- Product knowledge and understanding
- A knowledge and understanding of the BHF cause and its objectives
- An understanding of current gift aid legislation is also highly desirable

## Experience

- Previous retail experience preferably gained within the commercial sector.
- Proven experience of managing a team to include, recruitment, training, development, performance management as well as motivating a team to achieve business objectives
- Experience of working to and achieving sales targets
- Experience of working with PC tills
- Experience of cash reconciliation and financial controls
- Some experience of administration/back office organisation is desirable

## Skills and attributes

- Excellent customer service skills
- Good commercial acumen with the ability to effectively exploit business resources and opportunities, plan and monitor budgets and manage financial controls.
- Strong leadership and motivation skills with the ability to build and motivate a team of volunteers to successfully achieve targeted income.
- Excellent communication and relationship building skills with the ability to build rapport with people of differing ages, backgrounds and cultural origins.
- Commitment, enthusiasm and high energy levels
- Strong organisation skills
- Able to work under own initiative and take a proactive approach to changing business needs and objectives
- Ability to work and flourish under pressure
- Personable and hands-on
- Ability to actively campaign to generate stock
- 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.

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**