Candidate Pack

Role: Designate Manager

British Heart Foundation

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Appointment of

Dear Candidate,

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

It is my privilege to lead the commercial 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.

The Designate Manager role supports both individual development and how to maximise sales and profit by the day-to-day running of shops and stores and allows knowledge to be built across the different site models. This will help prepare the individual to successfully run their own site.

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 dontaions 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.

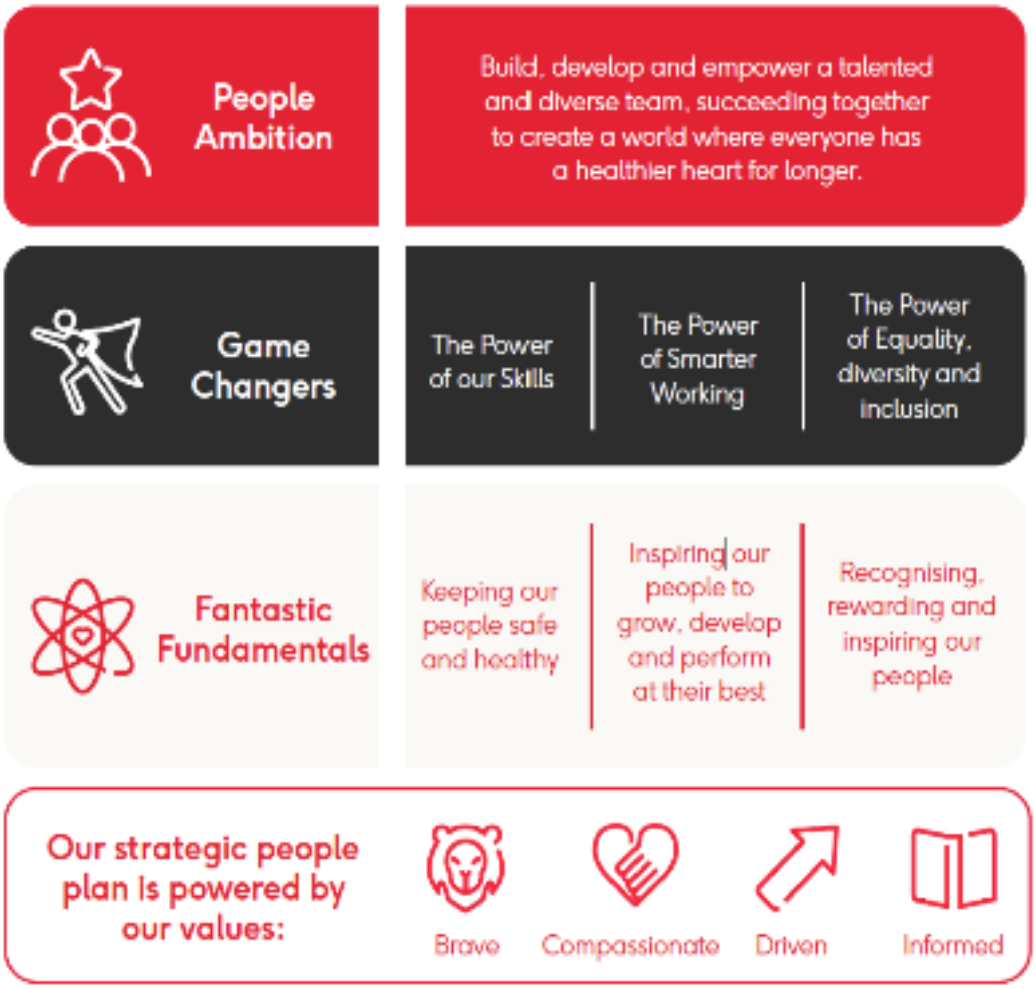
Our People Power

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

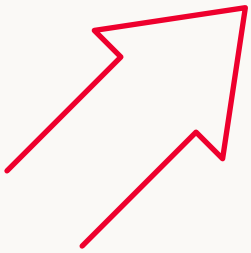
We speak out.
We're decisive.
We're innovative.

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.

Health care

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

British Heart Foundation

Job title	Designate Manager		
Directorate	Commercial		
Team	Retail - 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**	June 2026

Role summary

British Heart Foundation (BHF) is the UK's largest charity retailer with Home stores and High Street shops and Value sites. With more than 3,500 staff and 17,000 volunteers we welcome over 60 million visits to our shops and stores each year along with helping to save 55,000 tonnes of items from going to waste.

This role enables the individual to maximise their training and development by gaining experience across different locations and fascia types with the purpose of being placed in a site when a vacancy for a Shop/Store Manager becomes available.

The Designate Manager role supports BHF Retail division within a defined geographical area until the individual is permanently allocated to a shop or store within reasonable travelling distance.

The Designate Manager role will normally last no longer than 18 months before the individual is assigned to a permanent BHF site.

During this time, the role supports both individual development and how to maximise sales and profit by the day-to-day running of shops and stores and allows knowledge to be built across the different site models. This will help prepare the individual to successfully run their own site.

The individual will be measured on contribution and development goals and work at enhancing these, with support from their Area Manager/s for the duration of the designate role.

Key responsibilities

British Heart Foundation

Job Overview

- Responsibility of the assigned shops to lead, showcase and positively impact the 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
- Cover in shops within a reasonable distance for holiday cover, and/or general support

Sales

- Achieve profit target 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 BHF is maintained at all times
- Actively support any national fundraising or instore promotions as directed by our Retail Function 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
- To ensure the back of house operations within sort rooms or warehouse are running smoothly for stock volume to be processed quickly to turn stock into sales.

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 and 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 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
- Embracing and championing new ways of working with any changes to tech such as collection of e-receipts, AI tools and DSA tool for booking stock in.

Health & Safety

- Provide a safe environment that protects all staff, volunteers and the public in assigned shops
- Comply with all Health and 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

British Heart Foundation

- 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

British Heart Foundation

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

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on careers@bhf.org.uk

British Heart Foundation

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