



**Jersey Hospice Care**  
*your care, your choice, your time*

**JOB DESCRIPTION**

<b>Job Title:</b>	Head of Retail
<b>Reports to:</b>	Chief Executive/Director of Income Generation & Marketing
<b>Department:</b>	Retail
<b>Hours:</b>	Minimum of 30 hours per week (Total weekly working hours to be agreed with post holder)
<b>Working Pattern:</b>	Flexible to match the needs and opening hours of stores
<b>Contract Type:</b>	Permanent

**General**

Jersey Hospice Care (“JHC”) is an independent charity which provides palliative care services within Hospice, the community and the hospital. All services are delivered by a passionate, committed multi-professional team with skills and expertise in palliative and end of life care. These services are provided at no cost to the patient or their family.

**Job Summary**

- Responsible for Jersey Hospice Care’s (current and future) stores, other retail opportunities, employees and volunteers
- To provide strategic leadership to the retail operation
- To deliver outstanding performance across all existing and new functions
- To maximise revenue and net profit from all current retail sources (permanent and pop-up shops) whilst ensuring that costs are contained within budget
- To deliver growth through identification and implementation of new retail outlets (including online)
- To lead direct reports and all retail colleagues (employees and volunteers)
- To establish the highest standards of retail and customer service
- To plan, set and manage the annual retail budget, ensuring appropriate objectives, measures and key performance indicators are in place
- To represent JHC positively, internally and externally, including as a media spokesperson for Hospice retail
- To work collaboratively with all JHC colleagues to ensure Hospice values and goals are met

**Job Context**

JHC currently has 2 stores in St Helier and St Ouen which make a significant financial contribution to the costs of running Hospice services. We are now seeking an experienced retailer who will work with the retail and wider team to maximise current store profitability whilst also driving the search for new revenue opportunities, whether new stores or online. It is envisaged that at least 50% of the postholder's time will be spent on strategic and new retail developments, with the balance on maximising the profitability of existing operations.

### **Nature and Scope of Role**

The accountabilities of the role will include but are not limited to the following areas:

1. Retail strategy
2. People
3. Customer experience
4. Financial/profit
5. Ambassador

In addition, the post holder is required to operate in adherence to our Culture Pathway, Vision, Mission, Values and Behaviours.

#### **1. Retail strategy**

- Review, create and implement a new, long term, growth retail strategy for Hospice that supports the charity's overall strategic direction (including but not limited to fundraising strategy).

#### **2. People**

- Lead, manage, inspire and motivate the retail team of employees and volunteers.
- Plan and oversee delivery of appropriate retail training designed to ensure employees and volunteers have the required skills in all relevant areas including inter alia sales, stock management, people and volunteer management, health and safety, and data protection.
- Build a culture of employees and volunteer development and empowerment to maximise motivation, commitment and retention.
- Manage performance issues where necessary in conjunction with the People team, to reverse poor performance.
- Work with internal stakeholders to ensure that the retail team is part of the wider Hospice team, ensuring that colleagues are confident in and able to advocate for the charity with customers and supporters.
- Work collaboratively with other senior charity heads of department.

#### **3. Customer experience**

- Ensure everything is done to measure, achieve and maintain excellent customer service and experience, always leading by example and demonstrating the charity's values at all times.
- Identify, manage and achieve optimum outcomes for all store openings, refits and other shop development work.
- Deliver, monitor and review all retail objectives and KPIs ensuring that we stay abreast of best practice across the wider retail and charity retail marketplace.
- Liaise with marketing colleagues to maximise charity branding opportunities appropriately in stores, on vehicles and in all customer communications.
- Manage and deal effectively with all retail customer complaints and enquiries.
- Ensure all retail units and vehicles are compliant with Health and Safety regulations and the team are trained in and understand their associated responsibilities.

#### 4. Financial/profit

- Maximise revenue and in particular net income to help ensure that the charity can fund current and planned services.
- Work with the Chief Executive/Director of Income Generation & Marketing to identify and implement sustainable new income streams, including the potential for new stores, as well as ensuring that our retail stores work collaboratively to support Hospice's other income generating activities.
- Set, share, monitor and deliver on agreed budgets for retail.
- Produce and present financial and non-financial reports for the Chief Executive, Directors and Council as required.

#### 5. Ambassador

- Ensure that relationships in the community are managed in a way which achieve the best outcomes for supporters and the charity.
- Represent JHC as the "face" of the charity's retail operations with a wide range of external groups, both on and off island.
- Represent the retail team at Executive and Council meetings where appropriate and report on strategy and performance.

### GENERAL DUTIES

In addition to the key job responsibilities detailed in this job description all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

**Infection Prevention and Control** - Maintain a clean, safe environment, ensuring adherence to Jersey Hospice Care's standards of cleanliness, hygiene and infection prevention and control.

**Safeguarding** - Jersey Hospice Care is committed to safeguarding and promoting the welfare of adults, children and young persons. All employees are therefore expected to behave in such a way that supports this commitment.

Foundation Level Safeguarding Training will be provided to all non-clinical employees and all clinical employees will be required to attend Safeguarding training in line with the Intercollegiate Document recommendations (RCN, 2018).

**Information Governance** - Jersey Hospice Care has undertaken to ensure that it meets its obligations to comply with the Data Protection (Jersey) Law 2018 and other guidance and standards of confidentiality and information security.

All employees have an individual responsibility for creating accurate records of their work and for making entries into and managing all records effectively in line with policies and procedures and to ensure Jersey Hospice Care meets its legal, regulatory and accountability requirements.

**Governance** - Actively participate in governance activities to ensure that the highest standards of care and business conduct are achieved.

**Health & Safety** - Ensure a safe working environment and be aware of responsibilities under the Health and Safety at Work (Jersey) Law 1989, taking appropriate action in the event of an accident to patients, employees, self or any other person in the work area.

To co-operate fully in discharging the policies and procedures with regard to health and safety matters.

Whilst the aim of Jersey Hospice Care is to promote a co-operative and constructive view of health and safety concerns in the organisation, all employees must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

**Volunteers** – All employees have an individual responsibility to recruit, train and support volunteers as appropriate, to achieve Jersey Hospice Care objectives, making best use of volunteers and to minimise costs.

**OTHER INFORMATION**

**Data Protection** - Applications made in respect of this position will remain confidential, those that are unsuccessful will be kept for a period of 12 months from date of receipt at which point they will be destroyed. The application of the successful candidate will be kept on their personnel file for three years post termination of employment. For further explanation see Appendix A ‘fair processing statement’.

**Equal opportunities statement** - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforce. We demonstrate commitment to equality and fairness for all in our employment and do not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. We oppose all forms of unlawful and unfair discrimination.

**Jersey Hospice Care operates a strict no smoking policy.**

**NB:** Although this is a comprehensive job description, you may be required to undertake other duties assigned by Jersey Hospice Care in response to organisational or service demands.

PERSON SPECIFICATION		
Head of Retail		
Attributes	Essential Criteria for selection	Desirable Criteria for selection
Education/ qualifications		<ul style="list-style-type: none"> <li>• Educated to degree level <i>or</i> qualifications of equivalent standard</li> <li>• Professional qualification in retail management</li> </ul>
Experience and knowledge	<ul style="list-style-type: none"> <li>• Significant (5+ years) retail experience at management level</li> <li>• Experience of developing retail strategies</li> <li>• Experience of setting and managing budgets</li> <li>• Proven success within a sales environment</li> <li>• Successful experience of opening new stores</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of leading teams in multi-site or a large single site location</li> <li>• Previous experience of the charitable sector</li> <li>• Knowledge of ecommerce platforms, new goods buying and logistics</li> <li>• Experience of managing volunteers</li> <li>• Digital and online knowledge</li> </ul>

	<ul style="list-style-type: none"> <li>• Proven experience of collaborative working with other teams</li> </ul>	
Skills and abilities	<ul style="list-style-type: none"> <li>• Strategic thinker – able to see the bigger picture as well as the detail</li> <li>• Ability to work well with others and develop effective collaborative working relationships</li> <li>• Ability to work independently, to manage time and workload effectively to meet all deadlines</li> <li>• Ability to analyse data and make decisions accordingly</li> <li>• Ability to complete and deliver projects</li> <li>• Ability to manage competing demands and priorities</li> <li>• Ability to be a compelling spokesperson for Hospice services</li> <li>• Excellent IT skills including MS Office applications</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to identify and evaluate new developments to core business</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Affinity for the work of Jersey Hospice Care</li> <li>• Entrepreneurial with a ‘can do’ attitude</li> <li>• Excellent attention to detail</li> <li>• Professional, organised and methodical</li> <li>• Good communicator with ability to communicate at all levels</li> <li>• Full driving licence and access to own transport</li> <li>• Willing to work flexibly including weekends</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Jersey and its community</li> </ul>

## JERSEY HOSPICE CARE BACKGROUND

**Specialist Palliative Care Team** – The Specialist Palliative Care Team works collaboratively with all healthcare professionals island wide to ensure patients and their families receive expert advice and support in relation to palliative and end of life care in all community settings whether this is at home, in nursing and residential care homes or in hospital. The team will adopt a multidisciplinary approach to ensure that it provides complex symptom management and holistic care in order to provide patients with the optimum quality of life possible.

**King Centre** - The King Centre provides wellbeing services based on a rehabilitative approach that support patients affected by life limiting illnesses to enable them to live life as fully as possible, alongside their illness. The King Centre Team offers a comprehensive range of day services, including

day hospice, physiotherapy, and complementary therapies. These services are provided by skilled practitioners through individual and group activities and are based upon the personal priorities, goals and needs of each patient.

**In Patient Unit** - The In-Patient Unit comprises of twelve single en-suite bedrooms and provides specialist 24-hour, individualised care with the aim of maintaining independence and dignity in a caring and supportive environment. Care is delivered by experienced, specialist Registered Nurses and Health Care Assistants, working with other members of the multi-disciplinary team, to ensure a holistic approach to the care of patients and their families.

**Children & Young People Services** - The Children & Young People Services are designed to support children and families with the challenges that having a life-threatening condition can bring. The CYP multidisciplinary team ensures each child and young person will have bespoke care, tailored to their individual medical, emotional, cultural, religious, and spiritual needs. However long or short a child's life may be, Jersey Hospice Care's is there to support every member of the family, every step of the way.

**Bereavement & Emotional Support Service** – The Bereavement & Emotional Support Service offers free, confidential counselling and support to anyone in the community who has suffered a loss, regardless of the nature of the bereavement. Both life limiting illness and grief following a loss can have a huge emotional impact. Our service is made up of a small team of qualified and experienced counsellors and trained volunteer bereavement support workers.

**Education, Learning and Development Team** - The Education, Learning and Development Team coordinate a broad range of academic and competency-based education programmes to support our employees irrespective of which department they work in to ensure competence and confidence in their roles. We also deliver external education across Jersey's health and social care community which focus on the principles and practice of palliative and end of life care. The overall aim is to achieve Island wide excellence in standards from a single point of education delivery.

**Retail** - There are two Jersey Hospice Care shops; a town shop in St Helier and a country shop in St Ouen, both operated by Jersey Hospice Care Retail Limited a wholly owned subsidiary trading company of Jersey Hospice Care. The shops are important sources of income, as well as providing a vital contact with the Island community.

**Income Generation team** - Are responsible for generating efficient, effective sustainable income for now and for the future. Notable key fundraising events are Million Pound Lottery, Dragon Boat Festival, 5000 Club and Christmas Tree collections.

**Volunteers** - Jersey Hospice Care depends on the generous support of a large body of volunteers who assist in a wide range of roles across all areas of the charity. These include helping in the shops, Day Hospice, In Patient Unit, Community Bereavement Service, fundraising and garden.

**Support Services** - The Support Services' employees are responsible for: People activities and support; administration tasks and projects; accounts management; reception; housekeeping; and our catering services. They provide support to Council, the Executive Team and Senior Management, and are the first point of call for those ringing or calling at Jersey Hospice Care. They are vital to the smooth running of the charity.



## Privacy Notice – Employees of Jersey Hospice Care

### Who we are?

We are Jersey Hospice Care (Jersey Charity Number 30), a charity that provides specialist palliative care for everyone who requires it, irrespective of cause.

We are also a Data Controller, as specified in the Data Protection (Jersey) Law 2018, in relation to any personal data you provide to us. We take the privacy and security of your personal data very seriously. This privacy policy sets out how we do that.

### Why we collect your personal data?

We collect personal data for various reasons. These reasons will differ based on the types of personal data we collect and also how we use it.

Reasons will include:

- We collect and hold contact information, such as your name, address and telephone number so that relevant correspondence can be sent to you or so you can be contacted in case of an emergency.
- We will ask for details, including name and telephone number, of people you would like to be contacted in case of an emergency.
- We collect and hold bank account details such as your bank account number and sort code so that your salary can be paid to you.
- We will collect information on tax contributions you have paid whilst employed by us so that the relevant tax authorities can be informed.
- We will collect information on Social Security contributions you have paid whilst employed by us so that the relevant authorities can be informed.
- We will hold information on file relating to your performance and attendance.
- We will hold copies of sick notes that you provide to us.
- We will hold copies of any references that were provided as part of your recruitment.
- Closed Circuit Television (CCTV) is in operation within certain areas of Jersey Hospice Care premises and your image may therefore be captured. This is for your security and the security of other visitors or service users.

### When do we collect your personal data?

- During the recruitment process such as when you complete a job application.
- At times throughout your employment such as when you change your address, the bank account you would like your salary paid into or if other relevant personal data changes and you inform us.
- When you fill in any forms. For example, if you are involved in an accident on our premises and we need to fill in an accident form on your behalf.
- You may also wish to take advantage of the private medical insurance or pension which Jersey Hospice Care offers as part of its employment package. This will involve the provision of personal data some of which, in the case of medical insurance, will be sensitive information as it relates to health.

### What personal data do we collect?

Personal data is any information that might allow you to be identified, such as your name, address, date of birth, credit card details, I.P. address, photo or video image or voice recording. Some information you provide may also be classified as sensitive such as personal data relating to your health and wellbeing.

Types of personal data we collect will include:

- Name.
- Address and other identifying information.
- Telephone numbers and email addresses.
- Bank account details such as bank account number and sort code.
- Tax contributions.
- Social Security contributions.
- Your image, such as those captured by Closed Circuit TV (CCTV) or if you consent to us using your image in promotional material.
- Medical information contained within any sick notes you have provided to us.
- Notes from appraisals and performance reviews.

#### **What do we use your personal data for?**

As with why we collect personal data and what personal data we collect, there are many uses of personal data that we collect. These include:

- To comply with any legal obligation to which Jersey Hospice Care is subject to such as the passing of personal data to relevant Tax authorities.
- To ensure that we are meeting any contractual obligations Jersey Hospice Care has, such as the collection and processing of bank account details so that we can pay employees.
- To contact next of kin in case of an emergency.
- To develop our employees through training and education.
- To manage employee's performance through formal appraisals.

#### **How do we protect your personal data?**

We take the matter of data security very seriously. We will treat your personal data with the utmost care and will take all steps to protect it. These include:

- Training and education of employees on aspects of Data Protection
- Access to systems which contain personal data is limited to only allowing employees that need access.
- A wide range of technical security measures including firewalls to safeguard from cyberattack.

#### **How long do we keep your personal data for?**

We will only keep personal data for as long as is necessary for the purpose for which it was collected. This is known as the retention period. The retention schedule containing all retention periods is available on SharePoint.

At the end of the retention period your personal data will be deleted.

#### **Who has access to your personal data?**

Any Jersey Hospice Care employees member or representatives, permanent or temporary, who come into contact with your information, must be aware of and adhere to the requirements of the Data Protection (Jersey) Law 2018. We will not sell or rent your personal data to third parties. Access to personal data is restricted to only members of employees who need access to that information.



### **Lawful basis for collecting personal data**

In the circumstances where Jersey Hospice Care is required to use personal data, we will only do this if;

- We have gained consent from you to use your information for a specific purpose or purposes such as direct marketing of our products and services or fundraising events.
- To comply with a legal obligation to which Jersey Hospice Care is subject to.
- It is necessary to the performance of a contract you have entered into with us.
- It is necessary for the legitimate interests of Jersey Hospice Care to process your personal data, but our legitimate interests do not outweigh your rights.

### **Sharing your personal data**

The sharing of personal data is strictly controlled by law. There are circumstances where the sharing of information is valid.

Jersey Hospice Care protects itself financially through the application of certain types of insurance such as income protection insurance. In order to do this some personal data, such as name and salary, is shared with our insurers. This is in order to provide the relevant level of protection and also for the relevant pay out to be made in the event of an insurance claim. Not all insurance policies taken out by Jersey Hospice Care will involve the passing of personal data to a third party.

Personal data can also be shared to a third party if:

- Where we have been instructed to do so by law
- Where we believe the reasons for sharing are so important, they override our obligation of confidentiality. Such as to support the investigation and prosecution of offenders or to prevent serious crime.
- Where we are legally required to do so.

### **What are your rights in relation to your personal data?**

Under the Data Protection (Jersey) Law 2018 you have certain legal rights in relation to how your personal data is processed. These are:

- **Right of Access** (We have to tell you if we have your personal data, what it is used for and let you have access if you request it, which is known as a Subject Access Request).
- **Right to Rectify** (We have to correct your personal data if you request us to).
- **Right of Erasure** (If we do not have a lawful basis for holding your information, for instance we are relying on your consent and you withdraw that consent, then we have to delete your personal data).
- **Right to Restriction** (If you want us to stop processing your personal data but do not want it deleting).
- **Right of Portability** (If you request us to give you your personal data in a common, machine readable format).
- **Right to Object** (You can object to your personal data being used for direct marketing, including profiling for direct marketing or being processed for scientific / historical research or statistics).

Under the new Data Protection law, you have the Right of Access to the personal data that we have collected and processed about you. This right includes both the right to know if we have collected personal data on you and also the right to see what personal data we have collected.

In most cases, it is likely that we would be able to deal with any requests to see personal data we hold on you in an informal way. For example, if you want to see a single, specific document, this would be fulfilled at the time the request is made.

If a request is made to see lots of different documents or, for example, the information also contains the personal data of another individual, this is likely to be more complex and therefore requires a more formal request. This is known as a **Subject Access Request**.

If you wish to make a **Subject Access Request**, this should be done in writing, either by post or email and can be sent to either of the following addresses: **Governance Team, Jersey Hospice Care, Mont Cochon, St Helier, Jersey JE2 3JB** or email:

[dataprotectionofficer@jerseyhospicecare.com](mailto:dataprotectionofficer@jerseyhospicecare.com)

You can also contact us about anything else relating to your personal data.

#### **Your right to lodge a complaint with a supervisory authority**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Office of Information Commissioner.

You can contact them by calling **+44 (0)1534 716530** or go online to: [\*\*https://oicjersey.org/online-enquiry/#/complain/form\*\*](https://oicjersey.org/online-enquiry/#/complain/form)