



Jersey Hospice Care

JOB DESCRIPTION

Job Title:	Head of Retail
Reports to:	Chief Executive/Director of Income Generation & Marketing
Department:	Retail
Hours:	40 hours per week (a minimum of 32 hours per week may be considered)
Working Pattern:	Flexible to match the needs and opening hours of stores
Contract Type:	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, pop-up shops and online) whilst ensuring that costs are contained within budget.
- To deliver growth through identification and implementation of new revenue generating retail initiatives
- 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 three shops, one in St Helier (town shop), one in St Ouen (Beau Pre) and one in Grouville (East Shop at Holme Grown) which make a significant financial contribution to the costs of running Hospice services. We are 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. It is envisaged that at least 40% of the postholder’s time will be spent on strategic

and new retail developments, with the balance on maximising the profitability of existing operations.

This role is part of the Hospice Senior Leadership Team and contributes to wider Hospice objectives and activities.

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 return surplus**
- 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

- Implement our long-term retail strategy for Hospice that maximises the contribution Retail makes to the running of Hospice services and supports the charity's overall strategic direction (including but not limited to fundraising strategy). This may include a refresh and update of the strategic plan over time as new ideas and initiatives arise.

2. People

- Lead, manage, inspire, and motivate the retail team of employees and volunteers.
- Plan and oversee delivery of appropriate 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 employee and volunteer development and empowerment to maximise motivation, commitment, and retention.
- Proactively manage performance in conjunction with the People team, to address any underperformance.
- Work with internal stakeholders to ensure that the retail team engages with the wider Hospice team, ensuring that colleagues are confident in and able to advocate for the charity with customers and supporters.

3. Customer experience

- Ensure everything is done to measure, achieve and maintain excellent customer service and experience, always leading by example and always demonstrating the charity's values.
- 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.
- Working in partnership with the Head of Facilities, 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 return

- 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 stakeholders – including local retail networking and wider off island retail forums and charity networks.
- 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 details please visit Jersey Hospice Care’s website.

Equal opportunities statement - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforces. 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"> • Educated to degree level or qualifications of equivalent standard. • Professional qualification in retail management
Experience and knowledge	<ul style="list-style-type: none"> • Minimum 5 years retail leadership experience at management level • Experience of developing and implementing retail strategies • Experience of setting and managing budgets • Proven success within a sales environment • Successful experience of project delivery and project management in retail 	<ul style="list-style-type: none"> • Previous experience of leading teams in multi-site or a large single site location • Previous experience of the charitable sector • Knowledge of ecommerce platforms, new goods buying and logistics • Experience of managing volunteers • Digital and online knowledge

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

JERSEY HOSPICE CARE BACKGROUND

Specialist Palliative Care Team – Our Specialist Palliative Care Team works in close partnership with healthcare professionals across the entire Island, ensuring that patients and their families receive expert guidance, compassionate support, and specialist input at every stage of palliative and end-of-life care. Whether care is delivered at home, in nursing or residential settings, or within the hospital, the team provides seamless, high-quality support wherever it’s needed most. With a strong multidisciplinary approach at its core, the team brings together a wide range of skills and perspectives to deliver complex symptom management and truly holistic care. Their shared purpose is simple yet powerful: to help every patient achieve the best possible quality of life, with dignity, comfort, and personalised support throughout their journey.

Living Well Team – Our Living Well Team works closely with our specialist colleagues to provide compassionate, generalist palliative care to islanders—supporting them as they navigate every aspect of their journey. Whether it’s managing symptoms, understanding finances, making important decisions, or simply coping with the everyday tasks we often take for granted, the team is there to guide, encourage, and empower. Care is delivered wherever it’s needed most: in the comfort of

patients' homes or in our welcoming King Centre clinics. Our nurses walk alongside patients and their families every step of the way, promoting independence, building confidence, and creating opportunities for people to live well—on their own terms, with dignity, choice, and support.

King Centre - The King Centre offers a vibrant range of wellbeing services designed to help people living with life-limiting illnesses continue to live as fully and confidently as possible. Taking a rehabilitative and empowering approach, the team walks alongside patients as they navigate their illness, helping them focus on what matters most to them.

Our dedicated King Centre Team provides a rich mix of day services—including day hospice support, physiotherapy, and complementary therapies. These sessions are delivered by skilled, compassionate practitioners through both individual and group activities, all tailored to each person's unique goals, priorities, and needs. At the King Centre, every interaction is centred around helping patients regain a sense of strength, connection, independence, and possibility.

Out of hours telephone on call – operates 5pm- 9am Monday to Friday then 5pm Friday to 9am Monday morning. Is staffed by specialist nurses and staff grade doctors and provides on island telephone advice to health professionals.

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.

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.