



Charity Shop Retail Manager Post – Introduction

Context

The Mind in Camden shop is a unique, popular, friendly retail outlet with a welcoming ethos and a team of loyal volunteers (and cats!).

It has operated since 1997 – the shop is not part of the National Mind chain, but is run by Camden Mind Ventures - a trading subsidiary wholly owned by Mind in Camden – which is an independent mental health charity affiliated to National Mind.

The aim of the shop is to generate income for the charity. The Retail Manager post involves taking responsibility for achieving this aim with the postholder being largely self-sufficient and capable so the shop makes its financial contribution to the charity without depleting the charity's human resources. However, there is support available from the charity where needed.

There is accounting and management from the charity, and limited administrative support, but the recording of sales, bank reconciliations, banking and routine financial and administrative transactions are undertaken by the Retail Manager.

The shop has made increases in sales and gift aid during the 10 year tenure of the current manager, to the point where income was over 100k last year – it is hoped the new postholder can continue this trend.

The Shop

The overall approach to sales is not to seek to 'go upmarket' but to sell staple items cheaper than other local charity shops and take full sales advantage of a small number of high value donated items, including selling on ebay. The quick turnaround of donated goods is essential, so storage, sorting and 'weeding' unsold goods is a major part of the operation, and pricing a big contributor to success.

The shop has its own character and is a valuable resource in the community with many 'regular' customers, who like its informal and accepting atmosphere – this includes the shop cats - originally brought in to control pests – but now a firm favourite with staff, volunteers and customers alike.

The Charity

The Charity has an approach to mental health which is based on listening to and understanding people's experiences. We do not impose medical labels on people or see them as sick or disordered. We believe that everyone has something to contribute and a right to define their own identity.

The shop reflects these values while remaining focused on its main purpose of generating income.

The successful applicant will have found out more about the charity's work by visiting Mind in Camden's websites at:

www.mindincamden.org.uk

www.voicecollective.co.uk