

**Charity Shop Assistant 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 Assistant Manager post involves supporting the manager to ensure that the shop runs smoothly and provides an excellent service for customers as well as raising funds for Mind in Camden.

**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](http://www.mindincamden.org.uk)

[www.voicecollective.co.uk](http://www.voicecollective.co.uk)

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