

Business Manager

Oak Tree Animals' Charity is now in its 110th year. During that time our commitment to the wellbeing of animals has never changed although the way we deliver our objective has. As an independent Charity we must raise all the funds needed to support our activities by our own efforts supported by our Trading Activities. We are now seeking to recruit an innovative, experienced individual to lead and manage these activities.

Job Purpose

The post-holder will be responsible for maintaining and developing the OTAC Trading company activities to ensure sustainable generated income streams for the Charity and income from generous donations from our supporters are maximised.

OTAC Trading has the following streams:

- Charity Shops
- Tearoom
- Room Lettings and Hire
- Online sales of donated goods
- Pet and giftware retail

Specific Duties

- Develop a strategy for the Trading Company to ensure that OTAC Trading efficiently contributes to Oak Tree Animals' Charity ensuring that maximum income is generated by the company to ensure the Charity is able to carry out its work.
- Ensure the smooth running and development of our Charity shops, Retail facilities and online sales. This will include shop analysis, demographic analysis of likely customers, and analysis of most suitable goods for sale. i.e. match shop offer to perceived customer need or customer/product/spend profiling.
- Adopt a consultative sales approach to proactively develop new opportunities for the benefit of the Charity and to raise income.
- Ensure effective staff relationships are maintained via a programme of planned communication and personal contact meetings.
- Work alongside the Volunteer Coordinator and shop managers to ensure that volunteers benefit from successful recruitment, training and retention programmes.
- Manage the Tearoom to achieve budgeted turnover figures within established labour rates and headcount, ensuring quality of service is maintained together with compliance with statutory regulations.
- Liaise with Charity departments to ensure that income generation opportunities are maximised, recording and stocktaking is accurate and appropriate.
- Market and manage the hire and lettings of the Charity's facilities, identifying opportunities.
- Ensure all Trading Activities comply with Oak Tree's Policies, Procedures and Ethical Positioning.

Skills, experience, education and knowledge.

- Entrepreneurial and creative approach to identifying opportunities
- Outstanding relationship builder and networker both internally and externally.
- Understanding of online sales.
- Excellent account management skills.
- Demonstrable experience of maximising opportunities from researching prospects to generating meetings and securing income to achieve sales targets.
- Excellent telephone manner, accomplished communicator.
- 3 to 5 years' experience in sales, fundraising, operations management ideally within the charitable sector.
- Self-motivated and detail focussed.
- Tactful but assertive and effective communicator.
- Excellent organisational skills.
- A flexible approach to working outside normal office hours including evenings, weekends and bank holidays.