



Charity Shop Manager job description

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Charity Shop Manager
Directorate	Engagement and Income Generation
Department or team (if applicable)	Retail
Reports to	UK Retail Lead
Direct reports	N/A
Job location	Manchester
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

- Responsible for the day to day running of the MS Society shop which includes being a key holder, opening and closing and ensuring the premises are secure
- Maximise the income streams into the store and proactively work to increase sales and service
- Generate donations of stock and maintain adequate stock levels
- Working with the staff and volunteers to ensure the shop is run efficiently and effectively
- Work as part of the community to increase awareness of the MS Society shop
- To read, understand and comply with all MS Society Procedures, risk assessments and legislative practices and ensure all health and safety policies and practices are implemented and adhered to

Section 3 - Key responsibilities and accountabilities

	One line description of responsibility or accountability
1	Accountable for store performance, shop standards, compliance and Health & Safety procedures
2	Maximising income streams into the shop
3	Achieving store targets by leading an inclusive and diverse team that consistently demonstrate the MS values
4	Manage the day to day running of the shop to set standards
5	Recruiting and managing a team of volunteers
6	Ensuring our customers and donors receive an excellent shop experience
7	Sorting, pricing, moving and handling of stock
8	Proactively generate donations of stock and maintain adequate stock levels
9	Become part of the community to increase awareness of the MS Society and success of the shop

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of cashing up within scope of role
Staff or volunteers	Staff/Volunteers
Budget	n/a
Key relationships	Retail manager, Retail lead, H&S, Volunteering, Customers
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society.

Section 5 – Key deliverables

	Measures of success
1	Achievement of yearly sales targets utilising all available income streams
2	Meeting all compliance areas are met including legal and Health & Safety requirements
3	Ensure gift aid procedures are followed and encourage gift aid donations

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	1		X		X
Open to change and innovation	1	X		X	
Sound decisions	1		X	X	
Collaborative working	1				X
Effective communication	1			X	X
Outcome focussed	1	X			X
Inclusivity	1				X
Accountability	1	X	X	X	X
Tech savvy	1	X		X	

Level	Description
5	Strategic Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.
4	Expert or recognised authority Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.
3	Complex These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.
2	Enhanced These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..
1	Foundation People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.

Section 7 - Qualifications and training

(List qualifications and training needed for this role)

Qualification or equivalent	
Internal training	GDPR
Other professional training or qualifications	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Experience working in a customer facing role in retail, hospitality or service industry	X		AI
Experience of leading, motivating and developing teams	X		AI
Commercial awareness		X	I
Ability to achieve sales targets	X		AIP

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and Disclosure and Barring Service checks will not be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	
Travel requirements	N/A
Unsocial hours	Weekend working

Last updated June 2026