



Job Description

Job Title: Retail Volunteering Development & Strategy Lead

Department: Retail

Reports to: Head of Retail

Location: (to be advised) but within Blackpool

Line Management Responsibility: None

Role Purpose

To lead the development and implementation of a retail volunteering strategy that supports the current and future needs of the retail function at Trinity Hospice & Brian House.

The role focuses on developing frameworks, tools and approaches that enable retail teams to attract, engage and retain volunteers effectively. Working in partnership with the Volunteering Services team, the post holder will support and influence best practice across retail, helping to build a sustainable and flexible volunteer model that contributes to income generation and the Hospice's mission.

This role works in partnership with the Volunteering Services team, who lead operational recruitment processes, to support and enhance volunteering delivery across retail.

Key Responsibilities

1. Strategy & Planning

- Work in partnership with the Head of Retail to design and deliver a retail volunteering strategy aligned to organisational goals.
- Stay informed on best practice and emerging trends in volunteer management.
- Contribute to continuous improvement initiatives across the retail function.

2. Volunteer Performance & Targets

- Work with the Head of Retail and Volunteering Services team to agree targets for volunteer recruitment, training and retention across the retail function.
- Monitor and analyse volunteering data to identify trends, successes and areas for improvement, providing insight and recommendations to inform decision-making.
- Develop frameworks and approaches that support retail teams to improve volunteer retention and engagement locally.
- Evaluate the effectiveness of current approaches and drive continuous improvement through evidence-based recommendations rather than direct operational delivery.

3. Recruitment & Growth

- Identify priority areas and develop targeted recruitment approaches to support retail growth.
- Design frameworks, toolkits and campaign approaches that enable shop managers and field teams to attract volunteers locally, working in partnership with the Volunteering Services team who lead end-to-end recruitment processes.
- Use insight and data to evaluate the effectiveness of recruitment activity, identifying gaps and recommending practical, scalable solutions.
- Support retail teams with planning for new site openings, relocations and service developments by developing tailored volunteer approaches.
- Contribute to the development of flexible and innovative volunteering models, including the concept of a mobile volunteer workforce to support retail operations.

4. Volunteer Engagement & Recognition

- Lead initiatives that improve volunteer engagement and satisfaction.
- Facilitate volunteer feedback sessions and listening groups.
- Analyse engagement data and implement action plans.
- Ensure consistent recognition of volunteer contributions, including awards and celebration events.

5. Training & Development

- Deliver training sessions to retail staff on effective volunteer management.
- Provide coaching and support to shop managers and field teams.
- Develop and update training materials and resources.
- Promote development opportunities, including vocational qualifications for volunteers.
- Develop and provide frameworks, guidance and resources to support retail staff in effective volunteer management, working alongside Volunteering Services to ensure consistency of approach.

6. Retention & Support

- Work with retail teams to improve volunteer retention and experience.
- Provide expert advice on best practice in volunteer management.
- Support resolution of volunteer concerns and queries where required.

7. External Partnerships

- Build and maintain relationships with external organisations and volunteer providers.
- Ensure all placements meet Hospice policies and safeguarding requirements.
- Represent Trinity Hospice & Brian House at recruitment events and community initiatives
- Working with Blackpool colleges

8. Communication & Collaboration

- Communicate effectively and confidently about volunteering across all levels.
- Build strong relationships with shop managers and wider Hospice teams.
- Share best practice and success stories across the organisation.

9. Compliance & Governance

- Ensure compliance with all relevant legislation and policies, including:
 - Safeguarding
 - Equality, Diversity & Inclusion
 - Data Protection
- Promote safe and inclusive volunteering practices across retail.

10. General Responsibilities

- Maintain up-to-date professional knowledge and skills.
- Participate in Hospice meetings and external events where required.
- Work flexibly, including occasional evenings and weekends, to meet service needs.