

Position Description

Retail Area Manager – Opportunity Stores

Position	Retail Area Manager
Team	Social Enterprise
Role Classification	Total Remuneration Package
Employment Type	Full Time, Permanent
Hours	38 hrs per week, includes one Saturday per month
Location	Social Enterprise Distribution Centre and family Life Retail Stores, Bunurong Land From time to time the incumbent may be requested to work from, or be based at, other Family Life sites.
Reports To	Head of Retail
Effective Date	February 2026

Overview of Program

Family Life operates a number of opportunity shops and a warehouse, with the purpose of raising funds for the organisation, to enable Family Life to provide quality services to children, young people and families within the community. The opportunity shops and warehouse are supported by a team of dedicated volunteers, and the social enterprise program is a key element of Family Life's approach to building capable and supportive communities.

Position Objective

The Retail Area Manager plays a critical leadership role in ensuring operational excellence, strong community engagement, and consistent delivery of Family Life's values across the bayside Op Shop stores.

Working closely with the Head of Retail, the Retail Area Manager is responsible for managing Store Managers, improving store performance, maintaining high standards of customer and donor experience, and embedding consistency across operational practices.

This role is central to empowering store teams, driving retail excellence, and ensuring the Op Shop network continues to generate strong social and financial outcomes that support Family Life's Vision.

Key Responsibilities

The key responsibilities include but are not limited to:

People Leadership, Culture & Volunteer Engagement

- Work collaboratively to develop fortnightly rosters to ensure all stores are appropriately staffed, approve timesheets for allocated stores and act as the first point of contact for all issues arising from the store, including some afterhours support. Lead recruitment, onboarding, and capability-building activities for new and existing employees.
- Provide direct, hands-on support to Store Managers to help them meet operational, financial, and community engagement goals. Conduct regular store visits to coach, mentor, and guide Store Managers and their teams, support Store Managers in volunteer engagement, and capability development. Provide coaching and feedback to enable Store Managers to grow their leadership capability.
- Build strong, trusting relationships with staff and volunteers, reinforcing Family Life's inclusive, community centred culture. Support Store Managers in creating positive, safe, supportive working environments for staff and volunteers. Contribute to developing a strong volunteer culture that reflects Family Life's values and enhances community connection.

- Leadership of culture and line management of the Store Managers Team, including (but not limited to) managing team-based and individual performance and development planning.

Financial & Operational Excellence & Consistency

- Ensure all stores operate in line with Family Life's policies, retail standards, safety requirements, and child safe practices. Identify operational issues early and collaborate with Store Managers to resolve them promptly. Lead local implementation of retail initiatives, systems, and process improvements.
- Monitor store KPIs including sales, margins, stock levels, average transaction value, and conversion. Partner with Store Managers to interpret performance data and develop action plans for improvement. Assist in forecasting and budgeting processes and contribute to business improvement opportunities.
- Oversee visual merchandising standards and ensure consistent brand presentation across the store group. Support effective stock management, including rotation, replenishment, pricing, and quality control.

Reporting & Communication

- Escalate issues early and contribute to solution planning. Support two-way communication between the Retail Manager, Assistant Store Managers and casual employees to ensure clarity and alignment.
- Provide regular, clear, evidence based updates to the Head of Retail on performance, risks, opportunities, and needs within the store group.

Community & Donor Engagement

- Ensure stores provide an outstanding donor experience, including friendly interactions, smooth donation processes, and gratitude. Encourage Store Managers and teams to build positive local community relationships that increase engagement and foot traffic. Represent Family Life professionally in the community when required.

Key Selection Criteria

Essential

1. Proven experience overseeing or supporting multiple retail sites, with charity or donated goods retail experience highly regarded.
2. Current driver's licence and the capacity to travel regularly between stores, including availability for one Saturday per month.
3. Strong operational expertise, including stock flow management, merchandising standards, retail KPI analysis, and effective cost control.
4. Demonstrated ability to lead, coach, and develop Store Managers and retail teams, building capability and improving performance.
5. Exceptional communication, relationship building, and problem-solving skills, with the ability to influence and collaborate across diverse teams.
6. Highly organised and adaptable, able to operate effectively in a fast paced environment while managing competing priorities.
7. Understanding of, or genuine willingness to work within, volunteer supported retail models, valuing the contribution of volunteers.
8. Commitment to Family Life's values, community driven purpose, and maintaining the highest standards of child safety.

Desirable

1. Experience using Salesforce CRM and Definitiv (rostering and workforce management).
2. Background in donated goods, sustainability, or second-hand retail environments.
3. Experience supporting teams through organisational or operational change initiatives.

The Family Life Way

The six behaviours of **The Family Life Way** are at the heart of the work that we do; they inspire us to achieve the best results for our clients and the communities we serve. The Family Life Way exemplifies our commitment to supporting our people to produce quality services and outcomes.

Create Safety



- Safety for Clients and Peers
- Respect, Empowerment & Well-being
- Be Supportive
- Be Kind

Celebrate Difference



- Welcome Diversity
- Celebrate Difference Of Ideas
- All Community Members are Welcome at Family Life
- Share Knowledge and Experiences

Be Bold



- Fail Forward
- Lead By Example
- Ask Why?
- Ask for Feedback and Self-Reflect

Be Real



- Be the Best Version of Yourself
- Admit What You Don't Know
- Have the Hard Conversations, Respectfully
- Be Open and Honest

Dream Big



- Have Stickability - Persistence
- Think differently, Innovatively
- Be Adaptable
- Plan and Prioritise

Embrace Everyone



- Many Voices, One Purpose - To Transform Lives for Stronger Communities
- Collaboration
- Partnerships
- Be Inclusive and Encourage Participation

Additional Information

- Family Life is a youth and child safe organisation that values, respects, and listens to children and young people.
- All offers of employment are subject to a satisfactory Working with Children Check and Police Records Check.
- Family Life operates across multiple sites, therefore it is essential that all employees hold a current Victorian Driver's License.
- Family Life offers generous salary packaging benefits.
- All offers of employment at Family Life are subject to a six-month probationary period.
- Family Life is committed to providing a safe, healthy and friendly working environment.
- Family Life prides itself on being flexible and family-friendly wherever possible for the mutual benefit of employees and the organisation.
- Family Life expects all employees and volunteers to understand and behave in accordance with our principles, purpose, values and code of conduct.