



### **Job Description**

<b>Job title:</b>	Branch Manager
<b>Branch:</b>	RSPCA York, Harrogate and District Branch
<b>Location:</b>	RSPCA York Animal Home, but you are also required to spend an appropriate amount of time at each of our retail units (currently one in Selby and two in York)
<b>Line manager:</b>	Board Appointed Trustee(s) will provide line management although the role is responsible to the Board of Trustees

#### **Job purpose**

To be responsible to the Trustees of York, Harrogate and District Branch for the delivery of the branch's objects, developing, maintaining and ensuring the smooth running of all activities within the Branch. To promote kindness and prevent cruelty to animals, cost effectively in the Branch area.

The General Manager is required to integrate the functions of a multi-disciplinary staff team. A branch business & development plan is to be formulated to define how this is to be achieved.

The General Manager is expected to provide the necessary leadership to energise, enthuse and motivate the staff and volunteer team and lead by positive example through achievement of personal targets and workload.

Effective liaison with the appropriate Society staff (both regionally & nationally) will be needed to achieve these objectives and to ensure that branch activities and policies comply with Society and Branch Rules, current legislation and best practice.

#### **Main responsibilities**

##### LEADERSHIP/MANAGEMENT

- Overall responsibility for the day to day management of the organisation, ensuring the highest quality of services are delivered
- Lead and motivate the staff team, providing staff management including regular support, guidance and reviews
- To foster and maintain good working relationships within the Branch by developing and nurturing a cohesive team of staff and volunteers who are capable of successfully delivering the Branch's aims.
- To develop and understand the practical operation of the Animal Centre and the Branch's retail operation leading to a more cohesive relationship between all aspects of the Branch's work.
- To offer practical support and cover when necessary in both the York Animal Home and retail units.
- To optimise standards of animal welfare across all aspects of the Branch work.
- Regular inspection of all buildings and implementation of external/ internal maintenance and repair work.
- Regular inspection of all equipment and responsibility for ensuring that maintenance and service contracts for such equipment are provided and regularly adhered to.
- Care of the Branches vehicles provided for the centres use including regular cleaning, tyre checks, servicing etc and ensuring all documentation pertaining to same is up to date.



- Maintenance of gardens and grounds including signs and notices in a tidy and attractive state.
- Proper management of grassland paddocks including maintenances of fences trees, ditches and gates to the standards set by the Branch.
- Responsible for all monies received at the animal centre and for accurate reconciliation of such monies in accordance with laid down procedures
- Responsibility for the security of all buildings and contents.
- Manage and support the retail network to maximise profitability. Address practical issues e.g. time management, shop staff cover etc.
- To have overall responsibility for recruiting, training and retaining volunteers and to monitor and develop the quality of work of staff and volunteers and foster the highest standards of discipline and integrity.
- To be aware of RSPCA policies and procedures in accordance with Charity Commission, legal, financial and environmental requirements and to keep Trustees informed of new responsibilities.
- To advise Trustees and support managers with current data protection and HR/ employment legislation and ensure that Branch policies reflect the same.
- Use consultative and collaborative methods to build a suite of policies and procedures for all aspects of branch work.
- Support personal development and multi-skilling of staff, paying particular interest to the development needs of direct reports, whilst ensuring that all line managers are providing the same to their direct reports.
- Working with the board-appointed project team, oversee the completion of the animal centre rebuild and ensure the new facilities are used to their full potential.
- Tender for and negotiate all contracts for veterinary services and major services and utilities ensuring the best value for money over the term of any agreed contracts

#### BRANCH SYSTEMS:

- To be responsible for ensuring that health and safety and fire policies and procedures are in accordance with government, legal, Branch and RSPCA requirements and to ensure that all staff and volunteers understand their responsibility for health and safety.
- To have overall responsibility for Branch IT systems including the website and social media. This would include working on financial systems and Animal Shelter Manager.
- Ensure that the animal welfare activities of the Branch support, as far as possible, the work of the local inspectorate, particularly regarding the intake of animals into the animal home.
- To be responsible for the Branch Annual Review and for formulating a strategic plan for the development of the Branch, working closely with Trustees. To monitor its implementation, achievement and continual development and report on its impact.
- To attend Trustee meetings and produce regular reports for Trustees and other reports as required.

#### PR/MARKETING/FUNDRAISING

- Build and maintain effective networks, collaborations and partnerships with both internal and external stakeholders
- Lead on the development of opportunities to promote the charity
- To possess excellent communication skills and act as an ambassador of the Branch.



- To have overall responsibility for raising the profile of the Branch within the community e.g. to be a competent public speaker.
- To devise and implement strategies and campaigns to develop diverse income streams and raising funds e.g. identifying sources of grants, and applying for those deemed appropriate.
- To engage with businesses across the branch area to maximize income generation and grow overall support.
- To work pro-actively with other agencies and local authorities to maximise support for animal welfare initiatives and fundraising.
- To create and lead a schedule of fundraising events across the year to harness the potential for local support in the community.
- To support community outreach and education to proactively engage with groups across the branch area to further the Prevention aims of the RSPCA.

#### FINANCE

- Deliver on-going financial stability by leading the development and implementation of a Funding and Income Generation Strategy
- Work with the Treasurer and Finance Officer to set and review the annual budget for the Branch and ensure financial monitoring to achieve it and address any issues that arise throughout the course of the year.
- Identify and develop income generation activities, business opportunities, funding applications
- To be responsible for ensuring the delivery of financial information to Trustees in a timely manner.
- To oversee the Trading Company accounts, acting as company secretary, ensuring re-ported is compliant and delivered in a timely manner.
- Provide quarterly accounts to the national society

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#### GENERAL

- To take responsibility for own professional development in conjunction with the Trustees.
- To carry out such tasks as directed by The Board of Trustees.
- Work closely and collaboratively with the Board of Trustees to develop and review strategic plans, ensuring the branch fulfils its charitable objectives
- Undertake any other duties that are commensurate to the post

#### **Additional information**

- While at work all staff are required to:
  - take care of their own health and safety and that of others who may be affected by their acts and omissions.
  - co-operate with Branch policies and procedures for health and safety.
- In addition to the above all line managers are required to:
  - ensure, so far as is reasonably practical, the health, safety and well-being of their staff and others who may be affected by Branch activities.
  - be familiar and comply with Branch policies and procedures for health and safe.
- The content of the role as reflected in the job description may change from time to time.
- Work is carried out within general guidelines in accordance with the RSPCA



**RSPCA York, Harrogate  
& District Branch**

Registered Charity No. 232222

Licensing Scheme and other relevant Branch policies and procedures. Field Officer audit reports provide additional general guidance.

- Work is assessed through regular one to one meetings and annual appraisals with the Line Manager, who will be a board-appointed trustee.
- The General Manager can make any operational decisions that are covered by the Branch Plan and are within budgetary constraints.

<b>Job holder's signature:</b>	
<b>Date:</b>	
<b>Line manager's signature:</b>	
<b>Date:</b>	



**Person Specification**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>EDUCATION &amp; TRAINING</b>	<ul style="list-style-type: none"> <li>• Good general level of education</li> </ul>	<ul style="list-style-type: none"> <li>• Management qualification</li> <li>• Project management qualification</li> <li>• Relevant professional accreditation</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Comprehensive management background with a minimum 3 years in a senior management position</li> <li>• Experience of creating and managing budgets, a proven track record in meeting commercial targets and the ability to analyse financial information and present it in an accessible format.</li> <li>• Experience of handling difficult people management issues</li> <li>• Project management experience</li> <li>• Training, coaching and mentoring skills</li> <li>• An understanding of computer systems and their application in business.</li> </ul>	<ul style="list-style-type: none"> <li>• Managing remote teams or multi-site operations</li> <li>• Previous charity employment</li> <li>• Experience of working with trustees and groups of volunteers</li> <li>• Involvement in major building &amp; development projects</li> </ul>
<b>SPECIAL SKILLS &amp; KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• A capable public speaker with superior communication skills both verbal and written.</li> <li>• Competent in analysis and use of statistics</li> <li>• Excellent interpersonal and networking skills with the ability to communicate confidently and appropriately with people at different levels. Persuasive communication and ambassador competencies.</li> <li>• Significant and proven retail and/or commercial experience and implementation of growth strategies.</li> <li>• Significant experience in key human resources procedures, including recruitment, performance management, grievance, disciplinary, redundancy</li> <li>• Understanding of health and safety legislation</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of charity law</li> <li>• Understanding of data protection (GDPR)</li> <li>• Understanding of employment law</li> <li>• Experience in liaising and negotiating with public officials and politicians</li> <li>• Health and Safety qualification</li> <li>• First Aid qualification</li> <li>• Knowledge of safeguarding procedures</li> </ul>
<b>PERSONALITY &amp; DISPOSITION</b>	<ul style="list-style-type: none"> <li>• Sympathy with the RSPCA's aims and policies</li> <li>• A proven leader with drive and enthusiasm</li> <li>• Calm under pressure, pragmatic</li> <li>• Resilient in the face of setbacks</li> <li>• Ability to relate well to people from all backgrounds</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to be flexible when working with trustees, willing to seek compromise rather than the "perfect solution".</li> </ul>



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**SPECIAL  
CIRCUMSTANCES**

- Willing and able to work longer than the contracted hours when the job demands.
- Willing and able to travel around the country and to stay away from home if required
- Full valid UK Driving license
- Willing to attend meetings with trustees on evenings and weekends