



Pip's Place  
15 Union Street  
St Helier  
Jersey  
JE2 3RF  
Tel: 01534 880315  
Email: [admin@mindjersey.org](mailto:admin@mindjersey.org)

## Job Title: Volunteers & Merchandise Coordinator – Charity Shop

**Hours per Week:** 30 hours

**Reports to:** Executive Director (ED)

**Salary:** £15 – £20 per hour

### Job Purpose

The Volunteers & Merchandise Coordinator plays a key role in bringing Mind Jersey's charity shop to life. This role focuses on inspiring and supporting volunteers, creatively curating merchandise, and delivering a welcoming, engaging retail experience that maximises income and community impact.

The post holder will spot hidden gems in donations and hidden talents in people, creating meaningful volunteer roles while ensuring the smooth, compliant, and values-led running of the shop.

### Key Duties and Responsibilities

#### Volunteer Inspiration and Coordination

- Recruit, induct, train, and support volunteers, helping them feel confident, valued, and part of a welcoming community.
- Create meaningful, enjoyable volunteer roles and activities that match individual strengths and interests.
- Foster a positive, inclusive, and collaborative environment where volunteers feel a sense of belonging.
- Maintain accurate volunteer records and ensure compliance with Mind Jersey policies, including safeguarding and data protection.

#### Merchandise Curation and Creative Retail

- Curate donated items creatively, transforming everyday items into attractive, saleable displays.
- Design eye-catching shop layouts and visual merchandising that encourage browsing and “treasure hunting.”
- Use storytelling to highlight the uniqueness, sustainability, and value of items on sale.
- Price and rotate stock effectively to maximise sales and reduce waste.



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## **Customer Engagement and Income Generation**

- Create a warm, friendly shopping experience that reflects Mind Jersey's values and mission.
- Engage customers in conversation, promoting the charity's work and the impact of their purchases.
- Manage day-to-day retail operations, including cash handling, stock control, and basic sales reporting.
- Monitor shop performance and contribute ideas to increase income and footfall.

## **Community and Charity Representation**

- Positively represent Mind Jersey within the local community.
- Promote sustainability, reuse, and the social value of the charity shop.
- Build strong relationships with customers, volunteers, donors, and local partners.

## **Organisation and Self-Management**

- Prioritise tasks to balance volunteer support, creative merchandising, and shop operations.
- Engage in mandatory training and actively support personal wellbeing and professional development.
- Undertake other relevant duties as required to support the charity shop and Mind Jersey's wider aims.

## **Skills, Experience, and Attributes**

### **Essential:**

- Strong people skills with a natural ability to motivate, support, and connect with others.
- Creativity and imagination in presenting merchandise and engaging customers.
- Confidence in a customer-facing role with a positive, welcoming approach.



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- Good organisational skills and the ability to manage multiple tasks.

**Desirable:**

- Experience working with volunteers, communities, or customer-focused environments.
- Retail, hospitality, events, fundraising, design, or visual merchandising experience.
- Familiarity with charity retail or sustainability-focused work.
- Basic IT skills for sales systems, stock records, and communication.
- Previous retail experience is not essential; transferable skills and a creative mindset are highly valued.

**Job Context**

Mind Jersey is a local charity committed to supporting people with mental health challenges to live full, active lives and make informed decisions. We promote public understanding of mental health, collaborate with statutory and community partners, and influence policy and practice to improve mental health support across the island.

Our charity shop plays an important role in income generation, sustainability, community engagement, and providing meaningful opportunities for volunteers.