LIFELINE GIPPSLAND

Position Description
RETAIL OPERATIONS COORDINATOR

Job information

Location:	Morwell (with travel across Gippsland and Cardinia)
Award:	General Retail Industry Award (MA000004) Level 8
Other Benefits	12% Superannuation and salary packaging
Hours of work:	76 per fortnight
Reports to:	Business Operations Manager
Term of employment	Ongoing
Applications:	Applications must include 2 references, resume, and a cover letter addressing the key selection criteria (KSC). Application not addressing the KSC will not be considered. Please direct any queries to katrina.auld@llg.org.au
Closing date:	**23rd November 2026**
Commencement date:	**7th January 2027**

Our vision is of an Australia free of suicide.

Our mission: Build resilience and strengthen community capacity, to create a suicide safer region where people feel supported, equipped and connected.

Organisational Context

Lifeline Gippsland Inc. (LLG) is a not-for-profit organisation, governed by a local voluntary board of directors. LLG provides a range of support services to the community including 24-hour crisis support (national service), suicide prevention and mental health awareness programs and training. Volunteers play a vital role throughout the organisation.

Two crisis support phone rooms are located in Drouin and Morwell. The business operations consist of multiple Opportunity Shops across Gippsland (Churchill, Morwell, Traralgon and Wonthaggi), and a warehouse in Morwell. Business operations provide most of the income required to run the crisis support line and other suicide prevention services.

Lifeline Gippsland Values

Respect

We treat everyone with dignity, kindness and consideration.

We value the dignity and worth of every individual. Respect means treating everyone—help-seekers, colleagues, and community members—with fairness, inclusivity, and professionalism.

You live this value when you:

- Act with courtesy, fairness, and integrity
- Support inclusive and non-discriminatory spaces
- Value diverse perspectives and lived experiences

Integrity

We act with honesty, accountability and do what is right.

We act honestly, ethically, and responsibly in all that we do. Integrity means being accountable for our actions and maintaining trust through transparency and professionalism.

You live this value when you:

- Be accountable for decisions and actions
- Always act honestly and ethically
- Maintain confidentiality and professional standards

Compassion
We care deeply and support others with empathy and understanding.
We show genuine care, empathy, and understanding in every interaction. Compassion guides us to listen without judgement and provides a safe, validating space for people experiencing crisis.
You live this value when you:

- Listen with presence and empathy
- Acknowledge and validate feelings
- Offer calm, patient, and supportive responses

Hope
We inspire optimism and create possibilities for a better tomorrow.
We believe that change, recovery, and a safer future are always possible. Hope is at the heart of our mission—helping people see pathways through moments of distress.
You live this value when you:

- Encourage others with kindness and optimism
- Help people identify next steps toward safety
- Promote resilience and confidence in the future

Connections
We build strong relationships that foster belonging, trust and collaboration.
We build meaningful relationships that foster belonging, trust, and collaboration. Connection strengthens our ability to support one another and create positive outcomes for our community.
You live this value when you:

- Build supportive and authentic relationships
- Collaborate openly and respectfully
- Create a sense of belonging and shared purpose

Living Our Values Every Day
By embedding Respect, Integrity, Compassion, Hope, and Connections, we strengthen our people, deepen community connections, support a resilient community region, and build a trusted, sustainable organisation that makes a positive difference every day.

Organisational Level Outcomes:

All team members are expected to contribute to the success of LLG.
At LLG we foster a strong sense of collaborative practice and a positive workplace by taking personal responsibility for:

- Participating in performance planning processes
- Contributing to the development of policies, procedures, risk management and quality improvement processes
- Developing annual work plans based on key performance indicators
- Seeking opportunities to recognise volunteers for their contribution to the organisation
- Compliance with Lifeline Gippsland's values, code of conduct, policies and procedures, and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Attend mandatory training sessions and mandatory training specific to position.
- Participating in quality assurance and accreditation activities.

Position Purpose

The Retail Operations Coordinator plays a key role in supporting the day-to-day operations of Lifeline Gippsland's retail stores and warehouse. This support includes supervision and operational decision making (within delegation) of our Store Supervisors and warehouse workforce. The Retail Operations Coordinator will work collaboratively with the Business Operations Manager to improve sales, build community partnerships, enhance customer experience, and support the development of staff and volunteers across all retail sites.

The position works closely with the Business Operations Manager to implement operational plans and related key performance indicators.

Lifeline Gippsland's retail and warehouse teams consist of a blend of paid and volunteer staff, who combined with the warehouse, work to provide revenue to fund the organisation's suicide prevention services including 13 11 14.

Key Responsibilities	
Retail Stores	• Implement strategic retail initiatives to support business objectives including: - Promotional campaigns and sales tools - Visual merchandising - Quality assurance practices - Corporate and Community partnerships • Ensure consistent implementation of retail policies and procedures, covering: - Pricing, refunds and returns - Cash handling and Point of Sale (POS) system - Stock management including purchasing, procurement and inventory management • Support the Business Operations Manager with the preparation of business cases, in accordance with the organisation's governance framework. • Contribute to the identification and development of new business opportunities and income generating activities. • Work collaboratively with paid Shop Coordinators to develop site specific annual sales plans. • Mentor and provide guidance to Shop Coordinators to support their decision making on day-to-day operational matters, so that they achieve optimal results in: - Sales performance and targets - Store presentation and customer experience - Stock levels and turnover - Budget management - Shrinkage and loss prevention • Monitor performance data identify trends, celebrate success and address improvement. • Coach and mentor Shop Coordinators to foster team engagement, high morale and strong volunteer inclusive culture. • Convene and conduct regular meetings with Shop Coordinators and the warehouse workforce. • Oversee and/or conduct induction for new volunteers in retail and warehousing
Warehouse	• Provide guidance and support to warehouse staff and volunteers, inclusive of weekly toolbox meetings to set and monitor task allocation and completion. • Provide oversight of regular warehouse inventory. • Promote a proactive culture of safety, risk awareness and hazard identification. • Identify and implement strategies to enhance rag sales, attract new customers and secure new sources of donated goods.
Leadership and compliance	• Lead by example modelling integrity, inclusion and respect across all operations. • Embrace collaborative leadership by recognising and valuing the contributions of both staff and volunteers.

	• Provide opportunities to support the growth and development of shop co-ordinator and warehouse employees. • Support and contribute to the organisation's strategic plan. • Implement strategies that increase customers and donor engagement. • Support ongoing improvement of systems and processes and escalate significant operational issues where appropriate. • Champion a flexible and safe working environment. • Comply with all Lifeline Gippsland Policies and Procedures and Code of Conduct
Health and Safety	• Support and manage OHS management and adhere to state and national OHS legislation across all retail operations, including warehousing and logistics. • Support the Business Operations Manager, in their role as the organisational OHS Coordinator, as required.

In addition to the above responsibilities, you may also be directed to perform other reasonable duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying a position at this level.

Pre-requisites:

Mandatory

- 2 years' experience in a leadership position
- Highly developed interpersonal, written, and verbal communication skills
- Clear police check
- A clear Working with Children Check
- Current full Victorian Drivers Licence
- Compliance with Lifeline Gippsland's Code of Conduct and Values

Highly Regarded

- Retail qualification and/or extensive retail experience.
- Understanding of the operations of a charitable organisation.
- Experience working within charity retail.
- Warehousing and logistics experience.
- Experience with setting up new retail sites (shops and/or warehouses).

Key Selection Criteria:

1. Proven experience as a leader with the ability to motivate and inspire teams to achieve outcomes.
2. Understanding of and experience in overseeing retail and warehousing operations.
3. Demonstrated experience in developing strategies to improve retail financial performance in accordance with business objectives.
4. Highly developed interpersonal, written, and verbal communication skills with a proactive approach to conflict resolution.
5. Demonstrated proven ability in achieving retail and warehousing KPIs including growth targets.
6. Knowledge of OHS and Risk Management strategies and the ability to review and implement them effectively.
7. Computing literacy in Microsoft Office and retail POS systems