

JOB DESCRIPTION – RETAIL MANAGER

PURPOSE OF THE JOB

To ensure the commercial success of the visitor attraction, leading and developing the team to deliver the highest standards of customer service and guest experience, whilst ensuring the achievement of the Retail department's KPIs as set out in the annual business plan.

KEY ACCOUNTABILITIES

- Recruit, train, develop and retain the best people that allow you to maximise the productivity and profitability of the Retail operation.
- Effectively lead the team to ensure they provide the highest levels of guest service at all times and comply with both the company's Health and Safety Policy and legislation.
- Manage the team performance and provide each team member with clear objectives and personal performance targets.
- Carry out regular 1-2-1's with each member of the Retail team. Monitoring performance and identify and discuss any ongoing training needs.
- Ensure active monitoring of HR policies and practices to maintain compliance with all appropriate legislation at all times.
- Manage daily work schedules and rotas for the team in line with both business demands and budget whilst delivering a great guest experience.
- Take responsibility for the safe, efficient and successful operation of the attraction.
- Be responsible for ensuring that the Retail department runs smoothly in both peak and off peak periods.
- Actively monitor Health & Safety to ensure the safety of all guests and staff is maintained at all times by compliance with all appropriate legislation and company policies.
- Ensure that the highest standards of presentation and merchandising are implemented and maintained across the Retail operation.
- Deal with customer feedback in a timely and professional manner.
- Actively encourage feedback from guests and implement any appropriate changes to improve the level of service or quality offered.
- Perform the day to day duty management of the site as Duty Manager as part of the management team.
- Work flexibly across departments in line with the business demands.
- Maximise profit from the Retail facility within the attraction and ensure income and expenditure are effectively managed to achieve or exceed the annual business plan and department KPI's.
- Set daily targets and goals for the Retail team to ensure spend per head targets are achieved.
- Comply with brand standards to ensure the attractions identity is maintained at all times.
- Develop and implement sales and promotion strategies to encourage retail spend.
- Provide reports in a timely fashion detailing current performance levels and identifying where improvements in both sales and guest experience can be achieved.
- Maintain and develop systems to control and manage all aspects of stock aimed at reducing all areas of loss, including shrink and wastage.
- Be responsible for the management and ordering of stock to ensure appropriate stock holding levels for the trading period. Maintain stock availability at all times.
- Complete regular margin reviews to ensure targets are achieved.

- Monitor, review and control use of resources to ensure expenditure is controlled throughout the year to achieve the wages to sales budget.
- Conduct regular stock takes to ensure accurate stock valuation & prepare reports for the Finance department. Be able to identify any variances and take appropriate action.
- Oversee the on-site implementation of cash handling procedures in line with Group Finance guidelines.
- Be skilled in the supplier management to ensure good working relationships.
- Contribute towards meetings and future development of the attraction.
- Identify, evaluate and instigate where appropriate new commercial opportunities.
- Be aware of the retail market place (trends) and take steps to ensure we remain ahead of our competitors.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role