

JOB DESCRIPTION – RETAIL MANAGER

PURPOSE OF THE JOB

To ensure the commercial success of the visitor attraction, leading and developing the team to ensure that all guests and potential guests to the attraction receive the highest level of guest service at all times. Ensuring the achievement of the Retail department's OKR's as set out in the annual business plan.

Regardless of the task in hand, together at Continuum we will have fun and make money – in that order!

KEY ACCOUNTABILITIES

- Observe and manage immediately any incidents, which may affect the health and safety of other team or guests of the attraction, escalating using the major incident plan where appropriate.
- Ensure all operations conform to legal regulations with regard to health and safety/ food hygiene requirements.
- Duty manage in line with operational requirements
- Take responsibility for the security of the building through key holder duties.
- Be responsible for ensuring that the Retail/Admissions department runs smoothly in both peak and off peak periods including the management of the food kiosk and photo concession
- Work flexibly across departments in line with the business demands.
- Contribute to the commercial success of the attraction by promoting the attraction.
- Take pride and accountability in the appearance of the attraction.
- Ensure the guest experience is delivered to the very highest standards, whilst endeavouring to make each visit feel memorable.
- Deal with all guest feedback professionally.
- Lead the team with clear OKR's and personal development blueprints.
- Ensure team scheduling is in line with business requirements including recruitment and the management of team absence following company process.
- Observe and manage immediately any incidents, which may affect the presentation, other team or guests of the attraction.

- Ensure that the highest standards of presentation and merchandising are implemented and maintained across the Retail operation complying with brand standards.
- 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.
- Be skilled in the supplier management to ensure good working relationships.
- Actively promote sales and produce sales reports as required.
- Maximise revenue through skilled use of sales, promotion and marketing in line with the business plan ensuring income and expenditure is effectively managed.
- Be aware of the retail market place (trends) and take steps to ensure we remain ahead of our competitors.
- Ensure that all guests leave having had a positive and memorable experience and encourage them to leave feedback on social media.
- Attend all training sessions and team meetings as required.
- Ensure that all policies and procedures are adhered to
- Identify any suggestions for improvement to enhance the guest experience within the attraction.

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

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS