**Job description**

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| **Job title:** | Retail Services Manager  |
| **Department:** | Visitor Experience and Commercial/ Retail | **Contract:** | Permanent |
| **Reporting To:** | Head of Visitor Experience & Commercial | **Hours per week:** | 37 |

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| **1. Job purpose**Plan and lead the strategic direction, retail marketing, operational management, of the retail offer including future development online and in physical spaces to deliver income and profit.To develop new products and new stock lines with the Retail Buyer and Product Developer (RBPD)Ensure that profit is achieved by controlling expenditure, maximising sales and minimising loss.Manage and develop the Retail Services team with responsibility for recruitment, training, performance management, and development to create an efficient and highly motivated team. To set and monitor financial targets and service standards for the Team. |

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| **2. Dimensions**Responsible for 5 outlets with different retail offersCurrent annual turnover of £500k income Placing orders for and overseeing the purchasing of goods for sale currently at a value of £250kManage total expenditure budget of £400k Managing with the Retail Buyer and Product Developer relationships with 100+ suppliersManage the Retail buyer and Product Developer, Retail Coordinator and Visitor Experience Retail Assistants - (up to 10 depending on season)Oversee purchasing and management of several thousand stock lines. |

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| **3. Principal accountabilities****Team Management*** To Line Manage Retail Buyer and Product Developer, Retail Coordinator and VE Retail Assistants (VERAs) ensuring each is carrying out their general duties and duties specific to each site role, through regular meetings and the PDR process
* Recruit and line manage the VE Retail Team, devising work plans, organising relevant training, setting and monitoring targets and appraising their performance.
* To develop the team to take a proactive and interactive sales approach
* Review the team staffing structures and management arrangements to ensure they are fit for purpose and reflect the needs of YMT. Operate within organisation budgets and seasonal programme requirements.
* Work with the Volunteers Manager to actively involve retail volunteers into the operation using subject specialist knowledge regarding stock and merchandising

. **Stock*** To create commercial and venue appropriate ranges and themes which maximise sales and proactively meets customer requirements/ expectations, acknowledging the different audiences at each site.
* Manage relationship with suppliers and with the RBPD source new suppliers when appropriate
* Manage stock levels to ensure cash flow, changing seasonality and storage space
* Ensure stock systems and processes are up to date and functional
* CoCA - to work with artists and the Ceramics Curator to maintain a range of suitable products

**Merchandising*** To set the direction for the merchandising of stock to create attractive and commercially viable retail spaces and ensure that VERAs carry out instructions.
* To be aware of current retail trends for merchandising and the retail experience

**Sales*** To achieve forecast sales targets and work to stretch targets thorough correct stock and merchandising
* To influence sales performance by increasing conversion rate of visitors to buyers, spend per head and spend per transaction
* To review sales performance regularly and take appropriate actions
* To ensure cost margins are maintained
* Work with the YMT Marketing and Comms team to promote retail
* CoCA – to build on the brand, promote it and develop the market for the sale of ceramic artist products.
* Utilise or implement Financial Schemes to assist with high value purchases – such as the Own Art scheme
* To lead the project to develop and implement an ecommerce platform including a long term online selling strategy that will extend our future retail offer, increase our profit return to the council and support our reputation as a world class visitor attraction.

**Product Development*** To manage the work of the RBPD to ensure that stock reflects current audience profile, will attract new customers, reflects exhibitions and trends
* To ensure the RBPD works with the curatorial team and other stakeholders in the creation of relevant stock ranges
* With the RBPD develop ranges that support ceramic artists for sale in the CoCA shop

**Administration*** To provide information to finance for the purposes of forecasting
* To ensure EPOS system is up to date and providing accurate information
* To run reports to provide information for decision taking, finance and audit
* To coordinate bi-annual stock count and resolution
* To ensure systems and processes are appropriate to the needs of York Museums Trust, visitors and suppliers

**Other duties*** Ensure compliance with Health and Safety regulations so that YMT retail areas are safe for visitors and staff.
* To develop a network of museum/ heritage retail professionals
* Promote and develop equality and diversity in line with YMT Equality Statement
* Actively engage with own continuous professional development and to promote CPD within the team
* Other duties may be required from time to time which are consistent with the grading of this post
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| **4. Key performance measures**Maintain sales levels appropriate to needs of YMT budgets and forecastsTo keep stock loss at minimal levelsTo ensure budgeted profit margins are achievedEnsure VE Retail Team have clear and attainable targets and that these are monitored |

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| **5. Knowledge, skills, experience and behaviours****Knowledge*** Substantial knowledge of current retail practice and relevant heritage retail suppliers
* Commerciality in heritage retail environment
* Understanding of and ability to apply sales techniques
* Excellent knowledge of merchandising principles
* Stock management using Epos system
* Good understanding of history and art
* Producing publications

**Skills*** Numeracy and analytical skills for comparing performance
* Proven negotiation skills
* Merchandising and display skills
* Forecasting trends and demand
* Ability to forge positive relationships internally and externally
* Ability to work under pressure to meet deadlines
* Ability to motivate team
* Sound judgement and decision-making skills
* YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:
	+ Digital recording – e.g., photography, sound, video
	+ Social networking – e.g., twitter, Facebook

**Experience*** Managing multi-site teams
* Recognising and responding to retail and social trends
* Stock management and shrinkage control
* Bespoke product development
* Achieving sales and profit targets
* Buying for heritage market

**Behaviours*** Motivated and sales driven
* Looks for solutions
* Communicator
* Team Player
* Trustworthy
* Fair
* Consistent
* Confident decision maker
* Good Listener
* Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role.
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| **6. Key relationships**VisitorsRetail teamSuppliersHead of Visitor Experience and CommercialYork Museums Enterprise BoardCuratorsMarketing and Communications teamVisitor Experience Museum ManagersFinance team |

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| **7. Organisation chart** |