**Job description**

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| **Job title:** | Visitor Experience Retail Assistant | | |
| **Department:** | Visitor Experience and Commercial/ Retail | **Contract:** | Varied |
| **Reporting To:** | Retail Buying and Merchandising Manager | **Hours per week:** | Varied |

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| 1. **Job Purpose**   To provide a first-class retail service to York Museums Trust’s visitors, in person, by telephone and email.  To maintain a clean, well - stocked and attractively merchandised shop.  To be proactive and interactive in achieving sales and minimising stock loss with the aim of achieving profit**.** |

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| 1. **Dimensions**   To provide retail services to up to 2,000 visitors per day in a fast-paced retail environment. Processing sales and till reconciliation of up to £2,000 daily.  Upselling stock and membership.  Accurate processing of complex deliveries which can vary from one box to a full pallet supplied from 100+ different companies**.**  To work professionally independent of day to day supervision. |

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| 1. **Principal accountabilities**   **Visitors**   * As the primary retail point of contact ensure that all of YMT visitors have a great experience by creating a friendly and positive shopping environment. * Meet the set sales targets. * Process transactions accurately and timely whether dealing with school groups or selling high end ceramics * Advising customers on retail product including tickets and membership. * Helping visitors to orienteer within YMT sites * Comply with Health and Safety regulations to ensure the retail areas are safe for visitors and staff. * dealing with customer queries and telephone sales. * Resolve customer complaints. * Package and mail out customer orders.   **Stock**   * Maintain excellent product knowledge so that customers can be fully informed including specialist stock knowledge where required e.g. CoCA shop or Kirkgate Sweet shop in order to secure sales. * Carry out stock monitoring and replenishment on the sales floor and in the stock rooms. * Prepare in house stock sheets for re-ordering of current lines. * Accurately process complex deliveries which can vary from one box to a pallet from 100+ different suppliers. * Rotate stock regularly to avoid stock deteriorating or going out of date. * Maintain clean and tidy displays which are merchandised to a high standard to encourage sales. * Carry out checks of all pricing and product information so that it is clear, concise and accurate. * Process stock audits as required to monitor stock holding and stock loss. * Accurately upload stock onto the Epos stock module when required so that stock can be processed to sell. * Follow procedures for recording damages and in house stock transfers. * Ensure stock loses are minimal by maintaining a high level of awareness and alertness.   **Admin**   * Carry out audited control of cash income complying with YMT policy. * Accurately enter deliveries in the deliveries book. * Maintain accurate and up to date retail information on YMT website by liaising with the Marketing and Communications team.   **Other duties**   * Share knowledge and expertise with new staff members * Have up to date knowledge of admissions ticketing and membership in order to process when required during busy periods * Promote and develop equality and diversity in line with YMT Equality Statement. * Other duties may be required from time to time which are consistent with the grading of this post. |

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| 1. **Key performance measures**  * Sales targets are met. * High level of customer satisfaction achieved, monitored through customer feedback and Vasquas report. * Deliveries are processed accurately and stock loss minimised to ensure maximum profit. * Shops are clean, organised and well presented in keeping with YMT standards. * Stock rooms are organised methodically, and stock is rotated to avoid products deteriorating or going out of date. |

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| 1. **Knowledge, skills, experience and behaviours**   **Knowledge**   * Ability to operate tills, card machines and membership equipment. * Excellent product knowledge * Sound working knowledge of Epos system * Specialist knowledge of appropriate YMT-specific products e.g. ceramics, Victorian sweet shop   **Skills**   * Ability to multitask * Methodical in approach to tasks * Accurate numerical skills * Merchandising Skills * Communication skills – verbal and email * 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**   * Customer service * Accurate Cash Handling and recording * Understanding of sales figures and ability to react appropriately * Proven ability to up sell * Merchandising to achieve sales   **Behaviours**   * Friendly and approachable you’ll enjoy engaging with our visitors. * Friendly and knowledgeable telephone manner * Passionate about sales and focussed to achieve sales to set targets * Team player * Contributes ideas * Maintains performance under pressure * Attention to detail * Demonstrates cultural awareness * Commitment to equality and diversity and an understanding of how this commitment applies to this role. |

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| 1. **Key relationships**   YMT visitors  Retail Buying and Merchandising Manager  Retail Coordinator  Head of Visitor Experience and Commercial  VE Site Managers  VE Site Team Leaders  Sales Reps, Suppliers & Artists |

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| 1. **Organisation chart** |