**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* Rotate stock regularly to avoid stock deteriorating or going out of date.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 visitorsRetail Buying and Merchandising Manager Retail CoordinatorHead of Visitor Experience and CommercialVE Site Managers VE Site Team LeadersSales Reps, Suppliers & Artists |

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| 1. **Organisation chart**
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