**Job description**

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| **Job title:** | Retail Buying and Product Developer  |
| **Department:** | Visitor Experience and Commercial | **Contract:** | Permanent |
| **Reporting To:** | Retail Services Manager | **Hours per week:** | 18.5 |

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| **1. Job purpose**The Retail Buyer & Product Developer will contribute to the development of the retail strategy and work with the Retail Services Manager to deliver the strategy, developing and buying new products that will enable the successful delivery of the strategy.Responsible for sourcing product through a full understanding of translating brand through retail, customer needs and demands, market trends and financial budgets. |

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| **2. Dimensions**Responsible for buying for 5 outlets with different retail offersWith the Retail Services Manager responsible for increasing Annual turnover beyond £500k income Purchasing goods for sale of a value up to £250k maintaining a cost of sales of 50% maximumManaging relationships with 100+ suppliersOversee purchasing and management of several thousand stock lines. |

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| **3. Principal accountabilities****Buying and Product Development*** to establish partnerships and new commercial projects, externally, with artists, designers and makers.
* Working with the Collections teams to use the YMT collections and images to develop appropriate product ranges
* To create a commercial and venue appropriate range which maximises sales and proactively meets customer requirements/ expectations
* Develop a programme of range review and refresh – making data-based decisions
* Source relevant stock in keeping with current and future exhibitions
* Manage relationship with suppliers and source new suppliers when appropriate, To work with suppliers on designs for products and development of new products
* At YCM ensure that the stock and ranges appeal to non-Museum visitors
* To work with artists and creators to develop the range at the York Ceramics Gallery (CoCA shop)
* Within CoCA shop to develop ranges in support artists.
* To attend trade fairs, to source new products, build relationships with suppliers and stay up to date with current trends
* To assist in the development of books

**Merchandising*** To work with the Retail Services Manager on the display and merchandising of stock to create attractive and commercially viable retail spaces
* To be aware of current retail trends for merchandising and the retail experience
* To seasonally adjust the stock on display to meet the changing visitor demographics expected to visit – i.e., families during school holidays

**Sales*** To review sales performance regularly and take appropriate actions
* To ensure cost margins are maintained
* To engage the YMT Marketing and Comms team to provide product information to enable them to promote the retail offer
* To work with the Retail Services Manager, Digital and Finance teams to create an online retail platform
* To develop or select existing products for online retail

**Administration*** 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 achieved |

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| **5. Knowledge, skills, experience and behaviours****Knowledge*** Substantial knowledge of current retail practice and relevant heritage retail suppliers
* Experience of product development, range creation
* Understanding of different markets, demographics and their purchasing habits
* Good understanding of history and art
* Commerciality in heritage retail environment
* Understanding of and ability to apply sales techniques
* Excellent knowledge of merchandising principles
* Stock management using Epos system
* Producing publications
* The post holder must be comfortable working in both a museum and art gallery and sensitive to the challenges that arise in cultural settings.
* Interest in and knowledge of environmental challenges facing the retail sector.

**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 sales outlets
* 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 CommercialHealth and Safety AdvisorYork Museums Enterprise BoardCuratorsMarketing and Communications teamVisitor Experience Museum ManagerFinance team |

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| **7. Organisation chart** |