

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Post: Retail and Admissions Supervisor

Post No: Various

Reports to: Retail and Admissions Manager

Scope

This is a unique opportunity for an experienced professional to join a passionate and committed team. The role will be integral in delivering and continuing to develop the Museum's income generating activities whilst enabling the delivery of world class Visitor Experience.

Job Role

Supporting the Retail and Admissions Manager to maximise income through our commercial activities including Visitor Welcome, Cloakroom, Museum Shop, and Play Base (Early Years space) and associated Birthday Party offer. Ensuring that the Museum's mission, vision and values are delivered holistically across all visitor touch points.

Job Description

1. The post-holder is responsible for:

Retail and Welcome

- a. Maximising income by actively driving sales and key performance indicators, including spend per visitor and average transaction value through upselling and driving conversion by achieving the guidebook target. Leading by example and demonstrating pro-active engagement with our visitors and encouraging a target-orientated culture amongst the Visitor Welcome and Retail sales team.
- b. Ensuring the visual merchandising of all commercial and visitor welcome areas are monitored and maintained to excellent standards. Creating visually appealing and commercially driven retail displays. Giving clear direction on standards and expectations to the team.
- c. To be responsible for the security of Visitor Welcome and Retail monies and stock, ensuring that the Museum's financial, cash handling, cashing up and banking procedures are strictly adhered to, in accordance with audit and security requirements and good practice.
- d. Assisting the Retail and Admissions Manager in the processing of online shop orders.
- e. Ensuring that all shop deliveries are processed accurately and stock control guidelines and the team adheres to standards. Assisting in the preparation and execution of regular stocktakes.

- f. Monitoring of stock levels on the shop floor and stockroom and informing the Retail and Admissions Manager and Buyer of any low running, high stock levels or out of stocks.
- g. Attendance at Museum and Commercial led events both at the museum and off-site.
- h. To help maintain the accuracy of the EPOS system by ensuring stock is correctly keyed at point of sale, product is correctly priced and all customer returns, write-offs, markdowns and price changes are administered according to retail guidelines.
- i. To ensure that admissions operations run smoothly at all times. This includes the welcoming in and engagement with visitors, management of visitor flow at peak times and actively promoting the Museum's goods, services and facilities including maximising sales for Play Base, talks and tours, guidebooks, special exhibitions, membership, merchandise, special events and learning activities.
- j. Actively engaging with the Museum's visitors by responding to enquiries, resolving complaints and incidents and providing feedback to the Retail and Admissions Manager.

Play Base and Birthday Parties

- a. Assisting the Retail and Admissions Manager in the delivery of the daily Play Base operation, ensuring that the team deliver engaging and safe experience for all of our visitors.
- b. Assisting the Retail and Admissions Manager with the operation of the ticketing system (Red61), setting up and managing allocations for Play Base sessions and Birthday Party Slots.
- c. Acting as the initial point of contact for all venue sales enquiries, confirming availability, arranging show-rounds and making provisional bookings in the events diary and ticketing system.
- d. Ensuring all enquiries are followed up promptly and professionally to maximise conversion rate from enquiry to booking confirmation.
- e. Assisting with event management and logistics on the day, ensuring a smooth running event.
- f. Maximise income by upselling packages and add on to confirmed birthday party bookings.

2. Resource Management

- a. To support the Retail and Admissions Manager in the day to day supervision of the Visitor Welcome and Retail team and volunteers.
- b. To assist in the identification and delivery of appropriate training to staff within the Visitor Welcome and Retail team and coaching and mentoring staff, as necessary. Assist in the training and induction of new staff.

- c. Ensuring regular daily briefings are undertaken to provide up to date information to the team.
- d. To assist with the monitoring of staff performance through regular observations, where appropriate feeding back to staff on their performance and promptly communicating any performance related observations to the Retail and Admissions Manager.
- e. Ensuring effective communication and team working across all Museum Divisions and Departments.
- f. Assisting with the organisation of daily rotas and effective deployment of team members across Visitor Welcome, Cloakroom, Museum Shop and Play Base. Ensuring that the necessary cover is provided at all times, including cover for all events (corporate or otherwise), including during normal opening hours, out of hours and Museum closed periods.

3. Internal Relationships

- a. Maintain effective internal relationships with all Museum Departments.

4. Health & Safety

- a. Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.
- b. Assist the Visitor Services and Retail and Admissions Manager in the production of risk assessments and method statements for all divisional activities.
- c. The post-holder will be required to undertake “first aider” training.

5. In addition, the post-holder is required to:

- a. Act in every way so as to preserve the Museum’s reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- b. Ensure that the Museum’s accounting and financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- c. To play a full part in the generation of income as required and to avoid breaches of financial regularity and propriety, the misapplication of funds or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Senior Management Team.
- d. Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
- e. Carry out his/her duties in accordance with the NAM’s Equal Opportunities Policy.

- f. Travel to and operate from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage.
 - g. The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Management Team.
 - h. Chair Museum committees, teams and working parties, as delegated by the Retail and Admissions Manager, and represent the Museum on external committees, as required.
 - i. Support presentations to the NAM Council (Trustees), the Senior Management Team and members of staff as requested.
6. The appointment is permanent (subject to a six-month probation period). Additional evening and weekend working may be required. The salary is £21,500pa (pro rata) inclusive. The post-holder is required to give the required contractual notice upon resigning.
7. The appointment will be subject to a security clearance.
8. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
9. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

June 2018

Signature:

Date: