

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Post: Retail and Admissions Supervisor

Post No:

Reports to: Head of Retail and Admissions

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 welcome and customer service.

Job Role

To maximise income through our commercial activities including Museum Shop, Visitor Welcome and Play Base (Early Years space) . Through effective planning and sales awareness to lead on, drive and achieve sales and KPI targets across all commercial activities and ensure that the Museum's mission, vision and values are delivered holistically across all visitor touch points.

Job Description

The post-holder is responsible for:

1. Retail and Visitor Welcome

- a) Assisting the Head of Retail and Admissions in analysing sales performance and implementing shop floor and team-based actions, to actively drive all sales opportunities and exceed sales, guidebook and KPI targets including spend per visitor and average transaction value.
- b) Leading by example, being floor based and demonstrating pro-active engagement with our visitors and encouraging a target-orientated culture amongst the Commercial Team, to maximise income.
- c) Ensuring the visual merchandising of all commercial and visitor welcome areas are monitored and maintained to excellent standards. Creating visually appealing, well-stocked and commercially driven retail displays. Giving clear direction on presentation standards and expectations to the team.
- d) 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.
- e) Management of online sales processing and ensuring that all orders are promptly fulfilled, and procedures are followed correctly. Following up and resolving any online order queries or issues, with the Head of Retail and Admissions.

- f) Ensuring that all shop deliveries are processed accurately and according to stock control guidelines. Assisting in the preparation and execution of regular stocktakes. Maintaining organised and tidy stock holding areas and ensuring team store stock as per stock management guidelines.
- g) Monitoring of stock levels on the shop floor and stockroom and escalating any issues such as low running, high stock level, or out of stock product lines.
- 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, inter-departmental transfers, markdowns and price changes are administered according to retail guidelines.
- i) Actively engaging with the Museum's visitors by responding to enquiries, either in person, phone or email, resolving complaints and incidents in a prompt and efficient manner, and providing feedback to the Head of Retail and Admissions.

2. Admissions

- a) Assisting the Head of Retail and Admissions with the operation of the ticketing system (Red61) including setting up ticketing inventory and managing ticketing allocations and holds for Play Base sessions, General Museum Admission and Temporary Exhibitions.
- b) To ensure that the admissions operations run smoothly at all times. This includes the welcoming in and engagement with visitors, management of visitor flow at peak times and dealing efficiently with visitor queries, complaints and feedback, escalating where appropriate.
- c) Encouraging the team to actively promote the Museum's goods, services and facilities including maximising sales for Play Base, Birthday Parties, Guidebooks, Public Programme talks and tours, Learning activities, Temporary exhibitions and associated gift aid donations, Membership and Merchandise.

3. Play Base

Working together with the Birthday Party and Play Base Co-ordinator:

- a) Ensuring that Play Base is staffed correctly, and daily co-ordination of rotas ensures an efficient operation.
- b) Visitors are welcomed into Play Base, ticket bookings checked and an informative brief is given- covering health & safety instructions, use of equipment, the space and session time frames.
- c) Ensuring that Play Base sessions are invigilated, to ensure visitors are abiding by the Play Base rules, kept safe and fully able to enjoy their experience.
- d) Dealing confidently and calmly with the needs of all Play Base visitors, maintaining a professional and courteous manner at all times.

- e) Preparing Play Base at the end of a session for the next session, including health and safety checks and cleaning of the equipment and props.
- f) Ensuring that the attached toilet facilities are regularly checked and the cleaner is promptly informed of any cleaning or re-stocking requirements.
- g) Actively listening to and responding to Play Base enquiries and feedback in a professional and courteous manner. Escalating to the Head of Retail and Admissions, where necessary, and providing feedback to the Head of Retail and Admissions.

4. Resource Management

- a) To ensure that daily Retail, Admissions, Visitor Welcome and Play Base operations are carried out smoothly and efficiently, without compromise to the visitor experience.
- b) Organisation of daily and monthly rotas and effective deployment of team members across Visitor Welcome, Museum Shop and Play Base. Ensuring that the necessary cover is provided at all times, including cover for all events, during normal opening hours, out of hours and Museum closed periods.
- c) To oversee the day to day supervision of the Commercial Team assistants and volunteers.
- d) Monitoring and managing staff performance, absence and time keeping in accordance with National Army Museum policies and procedures. Holding regular one to ones and delivery and documentation of annual performance appraisals. Feeding back and escalating to the Head of Retail and Admissions, where necessary.
- e) Identification and delivery of appropriate training to staff and on the shop floor coaching and mentoring, to promote a culture of accountability and development. Training and induction of new staff.
- f) Deliver daily briefings to provide up to date Commercial team and wider Museum information to the team, ensuring all team members are confident in their knowledge and aware of all Museum internal communications and visitor events/activities.

5. Internal Relationships

- a) Maintain effective communication and team working to build strong internal relationships with all Museum Departments, including key contacts: Visitor Experience, Public Programme, Learning, Facilities, Security, Finance and IT.
- b) To work closely with and support the Birthday Party and Play Base Co-Ordinator, in the successful delivery of Birthday Parties and co-ordination of Play Base on a daily basis.
- c) Working with the Head of Retail and Admissions and the Birthday Party and Play Base Co-Ordinator to maximize all Birthday Party and Play Base sales opportunities.

- d) Attendance at Museum and Commercial led events both at the museum and off-site.

6. External Relationships

- a. To work closely with all in-house contractors (including catering, security and cleaning) in the provision of excellent customer service.

7. 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) Attend regular Health and Safety training sessions to ensure an up-to-date knowledge of procedures and best practice
- c) Assist in the production of risk assessments and method statements for all divisional activities.
- d) The post-holder will be required to undertake "first aider" training.

8. 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.
- 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 required, and represent the Museum on external committees, as required.
- 9. The appointment is a one-year fixed term contract (subject to a six-month probation period), 2 roles (1 weekday and 1 weekend). Additional evening and weekend work may be required. The salary is £25,288 (pro rata). The post holder is required to give the required contractual notice upon resigning.
- 10. The appointment will be subject to a security clearance.
- 11. 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.
- 12. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

July 2021

Signature:

Date: