

## **National Army Museum Trading Limited (NAMTL)**

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Visitor Welcome and Retail Sales Assistants**

**Post No's: Various**

**Reports to: Retail and Visitor Experience Manager**

### **Scope**

To work as part of the Commercial and Visitor Experience team to deliver a welcoming, engaging and memorable visit to our visitors. Your role will be integral to the delivery and continued development of our world-class visitor experience.

### **Job Role**

To work under the direction of the Retail and Visitor Experience Manager and Supervisors, to support the Visitor Welcome and Museum Shop. To be customer-focused and pro-active in welcoming and advising our visitors and ensuring they have an enjoyable, safe and secure visit. Utilise exceptional selling skills to promote and maximise sales of merchandise, guidebooks, tickets and membership. Working as a team with the Visitor Experience team, other Museum departments, contractors and volunteers, to ensure the Museum's mission, vision and values are cohesively delivered through the visitor experience.

### **Job Description**

1. The Visitor Welcome and Retail Sales Assistants are responsible for:

#### **Welcome Desk**

- (a) Pro-actively welcoming and engaging with all visitors, including groups and special needs, to provide a welcoming and informed experience on entry into the Museum.
- (b) Keeping up to date with and promoting knowledge of the Collections, current and future exhibitions, events, lectures, learning activities, tours, the Museum facilities and the surrounding area.
- (c) Utilising selling skills to promote and maximise revenue and achieve set sales targets, through actively selling NAM guidebooks, Play base tickets, membership, current and future exhibitions, events and lectures, learning activities, tours and corporate hire.
- (d) Directing visitors through to the Galleries or other parts of the Museum.

- (e) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner. Calling on the support of the Retail and Visitor Experience Manager or Supervisors when appropriate.
- (f) Providing visitor feedback forms and encouraging visitors to complete.
- (g) Ensuring the Welcome Desk looks well presentable at all times; clean and tidy, with well-stocked information leaflets and guidebooks.

### Retail

- (a) Achieving set sales targets and key performance indicators, including average transaction value and spend per visitor, through pro-active engagement with customers; demonstrating excellent product knowledge, handling objections, link and upselling.
- (b) Achieving NAM guidebook and bag conversions, through actively promoting to customers and achieving sales.
- (c) Maintaining Visual Merchandising, to the highest standards and presenting a strong shop image.
- (d) Ensuring stock is correctly priced and barcoded for accurate scanning at point of sale.
- (e) Replenishing shop floor stock in an efficient manner and ensuring best sellers are out in bulk, to meet customer demand. Undertaking deliveries, completing accurately and ensuring stock is stored securely, as per stock control procedures.
- (f) Keeping shop floor standards to a high level by ensuring daily cleaning is carried out, as per cleaning standards.
- (g) Keeping shrinkage to a minimum by adhering to stock control and write-off procedure, assisting in the preparation and inputting of regular stocktakes.
- (h) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner. Calling on the support of the Retail and Visitor Experience Manager or Supervisors when appropriate.

## Systems and Finance

- (a) To ensure the NAM's financial, PCI compliance, cash handling and banking procedures are strictly adhered to in relation to audit and security purposes.
- (b) Maintaining accuracy of the EPOS and ticketing system by ensuring information is scanned or keyed in correctly, when processing transactions.
- (c) Actively promoting and processing NAM membership.
- (d) Promoting, packaging and processing of all mail order and on-line purchases.

## **2. Internal Relationships**

- (a) Develop and maintain effective internal relationships with all Museum Departments, working closely with key staff and volunteers to facilitate the operation of the Museum's Commercial and Visitor Experience operation and independent trading arm, National Army Museum Trading Ltd (NAMTL).
- (b) To work closely with all in-house contractors, including security and café staff in the provision of a cohesive and excellent customer service to the public.
- (c) To support other Museum departments/teams, such as Public Programmes, Learning and Events, by welcoming in and engaging with groups, which may include lecture or events attendees, birthday party groups and school groups.
- (d) Being present throughout events, to ensure our visitors have an enjoyable, safe and secure experience.
- (e) Ensuring the smooth running of the Welcome Desk and Museum Shop, by following instructions given by the Retail and Visitor Experience Manager or Supervisors and working together, as a team, across the Welcome Desk, the Museum Shop and wider Museum team.
- (f) Assisting the Retail and Visitor Experience Manager and Supervisors in supporting volunteers and new team members.
- (g) Maintain effective lines of communication with the Retail and Visitor Experience Manager and Supervisors, promptly reporting back on anything, which may affect the smooth running of operations and delivery of excellent customer service.

### **3. Health & Safety and Security**

- (a) Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines, including the Museum's Health & Safety and Safeguarding policies, and ensuring the safety and welfare of visitors, staff, volunteers and contractors at all times.
- (b) Conducting daily health & safety and security checks of the Welcome Desk and Museum Shop. Promptly communicating any issues or concerns to the Retail and Visitor Experience Manager or Supervisors.
- (c) Ensuring the safe and secure running of the Welcome Desk and Museum Shop, by effectively communicating with the security team. Promptly reporting all security issues or concerns to the appropriate person, following the Museum's reporting procedure.
- (d) Managing and adhering to the Museum's fire evacuation procedures. Pro-actively implementing and ensuring all visitors are evacuated safely.
- (e) Responding to any first aid incidents, promptly alerting a first-aider and following the Museum's accident reporting procedure.

### **4. 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 promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Management Team Finance Committee. To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources.
- (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 or NAMTL property or services are held, or carried on, as and when necessary. UK and some foreign travel may be required. 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 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 contact 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 General and Senior Management Team.
5. The post-holder will wear the NAM official uniform, which will be issued on commencement. Uniform will be exchanged when required by the authority of the Retail and Visitor Experience Manager or Supervisors. The Commercial and Visitor Experience team are generally, the first persons that the public see when visiting the Museum, therefore dress and personal presentation must always be of the highest standard.
  6. The post-holder will be required to attend and actively participate in regular training sessions, to ensure up to date knowledge of the job role and its requirements. This training may involve travelling off-site.
  7. Appointments are subject to a six-month probation period. Additional evening and weekend working may be required. The post holder is required to give two months notice in resigning.
  8. The appointment will be subject to a security clearance through Disclosure Scotland.
  9. 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.
  10. The National Army Museum is an equal opportunities employer.

Janice Murray, Director General  
National Army Museum

September 2016

Signature: ..... Date: .....