

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Post: Retail and Admissions Manager

Post No: NAMTL 182

Reports to: Head of Retail and Admissions

Scope

This is a unique opportunity for an experienced professional to join a passionate and committed team to manage and deliver the Museum's income generating activities whilst ensuring the delivery of world class Visitor Experience.

Job Role

To maximise income through our commercial activities including Visitor Welcome, Cloakroom, Museum Shop, Play Base (Early Years facility) and it's associated Birthday Party offer. Through effective planning and sales awareness to lead on, drive and achieve sales and KPI targets across all commercial activities and ensure that 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. To analyse sales performance and implement shop floor and team based actions to drive all sales opportunities and exceed sales, guidebook and KPI targets.
- b. Actively driving sales and encouraging a target-orientated culture amongst the Visitor Welcome and Retail sales team.
- c. Managing the visual merchandising of the Shop and Welcome Desk to create visually appealing and commercially driven retail displays. Giving the team clear direction on standards and expectations.
- d. Work together with the Head of Retail and Admissions to analyse range and product performance and implement merchandising plans based on performance, visitor flow and key activities happening within the Museum.
- e. To be responsible for the security of the 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.
- f. Management of online sales processing and ensuring that all orders are promptly processed and procedures are followed correctly. Together with the Head of Retail and Admissions following up and resolving any on-line order queries or issues.

- g. Ensuring that all shop deliveries are processed accurately, that processes are up to date and the team adhere to stock control guidelines and standards. To lead in the preparation and execution of regular stocktakes in accordance with stocktake procedures.
- h. To lead on maintaining the accuracy of the EPOS system, stock holding and minimising wastage. Ensure deliveries, replenishment and stock pricing is carried out according to procedures. Maintaining organised stock holding areas and ensure that the team correctly scan/key in at point of sale and follow write-off, returns, markdowns and price changes according to procedure.
- i. Attendance at Museum and Commercial led events both at the museum and off-site.
- j. To ensure that admissions operations run smoothly at all times. This includes welcoming and engaging visitors and the management of visitor flow at peak times.
- k. Encouraging the team to actively promote the Museum's goods, services and facilities including maximising sales for Play Base, talks and tours, guidebooks, special exhibitions and associated gift aid donations, membership, merchandise, special events and learning activities.
- l. Manage the ticketing system (red 61), set up events and ticket allocation for other Play Base, Birthday Parties and Special Exhibitions. Follow up on any ticketing issues with red61. Feed- back on any issues, improvements or efficiencies within the system to the Head of Retail and Admissions and ICT Systems and Project Manager.
- m. Actively engaging with the Museum's visitors by responding to enquiries, resolving complaints and incidents and providing feedback to the Head of Retail and Admissions.
- n. Contribute to the preparation and delivery of the annual commercial business plan, supporting the strategic plan objectives.
- o. To analyse sales performance to develop own knowledge and drive commercial return. Regularly communicate with the Head of Retail and Admissions, reporting on sales performance and any shop floor actions implemented to drive sales opportunities.

Play Base and Birthday Parties

- a. To ensure that Play Base is run in accordance with our terms conditions and the team deliver an engaging and safe experience for all our visitors.
- b. To ensure the space, toys and activities are monitored and kept in good condition. Liaise with the learning department to replace and update, when required.
- c. Manage the Birthday Party sales enquiries system. Driving the teams conversion rates by ensuring all enquiries are followed up promptly and professionally from enquiry to booking confirmation.
- d. Ensure each enquiry has an event owner, by allocating enquires across the management and supervisory team.
- e. Ensure that all income-generating opportunities are maximised through upselling packages and add-ons to confirmed Birthday Parties.

- f. Leading by example to ensure each Birthday Party runs smoothly, allocating the correct resources to the event logistics on the day.
- g. Working with the Head of Retail and Admissions to analyse Play Base and Birthday party sales and implement actions to maximise sales and income.

2. **Resource Management**

- a. Day to day management of the Retail and Admissions Supervisors, Visitor Welcome and Retail team and Volunteers.
- b. Lead on the recruitment, induction and training of the team. To identify and deliver appropriate training and coach and mentor staff, as necessary.
- c. The organisation of flexible monthly and daily rotas and the effective deployment of team members, ensuring that staffing levels reflect the needs of the business both inside and outside of core Museum opening hours.
- d. To work together with the Head of Retail and Admissions to review vacancies and ensure value for money is achieved and business needs are met without compromising customer service or sales opportunities across all commercial areas.
- e. To monitor staff performance through regular observations, feeding back on performance, holding regular one to ones and delivery and documentation of annual performance appraisals. To manage performance, absence and time-keeping and any disciplinary matters in accordance with National Army Museum policies and procedures.
- f. Ensuring effective communication and team work across all Museum Divisions and Departments.
- g. To lead on training ensuring that all supervisors and team members are fully trained and up to date with all processes, procedures and knowledge to be able to carry out their job role to the highest standards. To lead on and encourage development of all team members.

3. **Internal Relationships**

- a. The post-holder will need to work closely with all colleagues across the Museum but particularly with the Operations Division.
- b. Working with Management Team member and other key staff to facilitate the operation of the Museum's independent trading arm, National Army Museum Trading Ltd (NAMTL)
- c. To work with the Learning and Public Programme team on the promotion of the schools, family and public programme. Including the distribution of materials from the welcome desk. Putting in place any retail offers which may support commercially.
- d. To work with the Events, Development and Marketing and Communications teams to ensure that requirements for Retail and Visitor Welcome team are identified and appropriate resources for functions are agreed and actioned.
- e. To work with the Facilities team in ensuring the buildings facilities and security are monitored and any issues are reported in order to be rectified.

4. **External Relationships and Partnerships**

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

5. **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. Produce risk assessments and method statements for all divisional activities.

6. **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 Head of Retail and Admissions, 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.
7. The appointment is permanent (subject to a six-month probation period) and full-time, working 37.5 hours per week (net), 5 days out of 7. This includes weekend working, and additional evening and weekend work may be required. The salary is £35,970pa. The post-holder is required to give three months notice in resigning.

8. The appointment will be subject to a security clearance.
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 annually.
10. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

July 2018

Signature:

Date: