

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Post: Senior Visitor Welcome and Retail Sales Assistant

Post No: NAM 217

Reports to: Retail and Admissions Supervisor

Scope

To work with the Retail and Admissions Supervisor and support in leading the Retail and Admissions team to deliver a welcoming, engaging, and memorable visit to our visitors. Your role will be integral to the achievement of sales, key performance indicators and the delivery and continued development of our world-class visitor experience.

Job Role

To work under the direction of the Retail and Admissions Supervisor to assist and support in effectively managing the day-to-day operations of the welcome desk, shop and Play Base (Children's soft play). To lead by example and be customer-focused and pro-active in welcoming and advising our visitors and ensuring they have an engaging, safe and secure visit. Utilise exceptional selling skills to promote and maximise sales of merchandise, guidebooks, tickets, events, and membership.

1. Job Description

The Senior Visitor Welcome and Retail Sales Assistant is responsible for:

Welcome Desk

(a) Being pro-active, leading by example, and working with the team to:

Welcome and engage with all visitors, including groups and special needs, to provide a welcoming and informed experience on entry into the Museum.

Promote the Museum's goods, services and facilities including maximising sales for Play Base, Birthday Parties, Guidebooks, Public Programme talks and tours, Learning activities, current and future exhibitions and associated gift aid donations, Membership and Merchandise.

Engage with visitors upon exit, providing visitor feedback and keep in touch forms and encouraging visitors to complete.

- (b) Ensuring that Welcome Desk operations run smoothly at all times, and effectively deploying team members during peak times.
Managing peak periods and visitor flow to ensure visitor experience is not compromised and the team are supported.
- (c) Directing visitors through to the Galleries or other parts of the Museum.
- (d) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner, resolving to a positive outcome, feeding back to the Retail and Admissions Supervisor and escalating, where necessary.
- (e) Monitoring Welcome Desk and entrance foyer standards, ensuring well-stocked information leaflets and guidebooks and a tidy and clean space, is maintained.
- (f) Assisting the Retail and Admissions Supervisor with setting and communicating clear welcome desk/entrance foyer direction on standards and expectations, to the team.
- (g) Supporting the Retail and Admissions Supervisor in managing any ticketing system (Red61) issues and ensuring that all issues are communicated to the Retail and Admissions Supervisor.

Retail

- (a) Monitoring sales performance throughout the day, communicating regular performance updates to the team, and motivating the team to achieve daily sales targets.
- (b) Leading by example and working with the team, to be pro-active in engaging with customers, achieve set sales targets and key performance indicators, including average transaction value and spend per visitor; demonstrating excellent product knowledge, handling objections, link and upselling.
- (c) Achieving NAM guidebook and bag conversions, through actively promoting to customers and achieving sales.
- (d) Leading the team to ensure the visual merchandising of the shop are monitored and maintained to excellent standards.
- (e) Monitoring of stock and ensuring stock is correctly priced and barcoded for accurate scanning at point of sale.
- (f) Replenishing shop floor stock in an efficient manner and ensuring best sellers are out in bulk, to meet customer demand.

- (g) Undertaking deliveries, checking in stock accurately, and ensuring stock is stored securely, as per stock control procedures. Reporting any issues to the Retail and Admissions Supervisor.
- (h) Monitoring shop floor standards to ensure they are kept to a high level and ensuring daily cleaning is carried out, as per cleaning standards.
- (i) Keeping shrinkage to a minimum by adhering to stock control and write-off procedure, assisting in the preparation and inputting of regular stocktakes.
- (j) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner. Resolving to a positive outcome and escalating to the Retail and Admissions Supervisor, where necessary.
- (k) Support the Retail and Admissions Supervisor by overseeing online sales, ensuring that all orders are promptly fulfilled, and procedures are followed correctly. Following up and resolving any online order queries or issues with the Retail and Admissions Supervisor.

Play Base

- (a) Assisting the Retail and Admissions Supervisor in the delivery of the daily Play Base operation. Working with the team and leading by example, to ensure that the team deliver an engaging and safe experience for all of our visitors.
- (b) Working with the team to ensure Play Base visitors are welcomed and provided with an engaging and informative brief on Play Base, including health and safety instructions, use of the equipment and props, use of the space and time frames.
- (c) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner, resolving to a positive outcome and escalating to the Retail and Admissions Supervisor, where necessary.
- (d) Cleaning of the equipment, props and space between sessions and ensuring that all areas are safe and clean before visitors enter and throughout sessions.
- (e) Regular checking of the attached toilet facilities, promptly communicating any cleaning or re-stocking issues to the cleaners.
- (f) Invigilating the space to ensure visitors are abiding by the Play Base brief, are kept safe and secure and able to fully enjoy their experience.

- (g) Acting as the operational lead on monthly Play Base checks to ensure equipment and activity props are to the expected standards. Communicating any issues or concerns to the Retail and Admissions Supervisor in a timely manner.

Systems and Finance

- (a) Ensuring the NAM's financial, PCI compliance, cash handling and banking procedures are strictly adhered to in relation to audit and security purposes.
- (b) Opening and closing the shop and welcome desk tills, working with the Supervisor or team member; counting in the float and cashing up at end day.
- (c) Maintaining accuracy of the EPOS and ticketing system by ensuring information is scanned or keyed in correctly when processing transactions.
- (d) Promoting, packaging, and processing of all mail order and on-line purchases.
- (e) Ensuring all cash handling procedures are adhered to when counting in the float and cashing up.

Additional Senior Responsibilities

- (a) Assisting the Retail and Admissions Supervisor by overseeing daily operations. Ensuring that operations are carried out smoothly and efficiently and dealing with any unforeseen operational circumstances, to a positive outcome.
- (b) In the absence of the Retail and Admissions Supervisor, acting as the team lead and being the point of contact for the Welcome Desk, Retail, and Play Base operations and the team.
- (c) Leading by example and encouraging a target-orientated culture and pro-active engagement with our visitors, to maximise income and delivery of world class customer service.
- (d) Assisting the Retail and Admissions Supervisor in opening and closing of the Shop, Welcome Desk and Play Base. Ensuring all opening and closing procedures and processes are adhered to correctly.
- (e) Assisting the Retail and Admissions Supervisor in delivering daily briefs, ensuring all team members are confident in their knowledge and aware of all visitor events and activities, and on Museum and Departmental information. Co-ordinating and deploying the brief sheets on a weekly basis.

- (f) Assisting the Retail and Admissions Supervisor in delivering training and coaching sessions to existing and new team members. Leading on and overseeing the delivery of the core quarterly training plan.
- (g) Organisation of daily rotas and effective deployment of team members across Visitor Welcome, Museum Shop and Play Base. In communication with the Retail and Admissions Supervisor, 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.
- (h) Co-ordinating and overseeing day to day tasks, ensuring any procedures or processes are followed and tasks are carried out efficiently.
- (i) Maintain effective lines of communication with the Retail and Admissions Supervisor, promptly escalating any operational and visitor issues or concerns, which may affect the smooth running of operations and delivery of excellent customer service.
- (j) Monitoring staff performance, absence and time keeping in accordance with National Army Museum and Retail and Admissions policies and procedures. Regularly feeding back and escalating to the Retail and Admissions Supervisor.
- (k) Assisting the Retail and Admissions Supervisor in supporting volunteers and inducting new team members.
- (l) As directed by the Retail and Admissions Supervisor, responding to any visitor emails regarding Welcome Desk, Shop and Play Base. Ensuring that all enquires are followed up promptly, professionally and in accordance with any processes and procedures.
- (m) Representing the Retail and Admissions team in committee meetings as and when required.

2. Internal Relationships

- (a) Maintaining effective communication and team working to build strong internal relationships with all Museum Departments, including key contacts: Visitor Experience, Public Programme, Learning, Facilities, Finance and IT.
- (b) Working closely with the Retail and Admissions Supervisor to support the Birthday Party Co-ordinator in the successful preparation and delivery of Birthday Parties as and when necessary.

- (c) Working closely with all in-house contractors, including security, catering and cleaning in the provision of a cohesive and excellent customer service to the public.
- (d) Being present throughout events, to ensure our visitors have an engaging, safe and secure experience.

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 Admissions Supervisor.
- (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 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 Leadership 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 their 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. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage.
 - (g) The post-holder will be based at the Museum in Chelsea.
 - (h) 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 and Senior Leadership 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 Admissions Supervisor. The Retail and Visitor Welcome 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. The appointment is permanent (subject to a six-month probation period), working 37.5 hours per week (net) 5/7 days (including weekends). Additional evening and weekend working may be required. The salary is £28,252pa (inclusive) (Pay Band E1). The post-holder is required to give a minimum of two months' notice upon 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.

10. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

October 2023

Signature:- Date:-