



Job Description

Retail Manager

Grade: 8

Directorate: Operations

Location: WWT Slimbridge Wetland Centre

Reporting to: Commercial Trading Manager

Main function of post: Develop and manage an inspirational and vibrant trading environment that provides an excellent visitor experience. Consistently deliver and meet or exceed against agreed targets and help generate profits that support the conservation work of WWT. Lead the retail team to achieve commercial targets and objectives.

Supervisory responsibilities: Retail Supervisors, Trading Assistants and Volunteers

Responsibilities of the post

We shape unforgettable experiences

- Shape the visitor experience by generating a warm and welcoming retail environment which is inspirational, vibrant and represents the WWT brand.
- Provide and present WWT's retail product ranges to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
- Ensure that all our visitors experience high standards of customer care and enjoy a positive experience within the trading environment.

We are resourceful pioneers

- Develop and maintain techniques to pro-actively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.

- To optimise opportunities for you and your team to increase the sale of memberships and adoptions within your Centre
- Work with the Commercial Trading Manager and Head of Retail to source appropriate local products.
- Optimise financial performance by review and management of KPI's taking the appropriate action to increase profit, reduce waste and deploy resources effectively.
- Ensure compliance with financial processes across retail team

We work together for a positive future

- Implement the appropriate standards, procedures and best practice as defined by the Heads of Commercial & Retail.
- Lead your team by example.
- Maximise every team member's contribution to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through training, team meetings and individual discussions.
- Ensure opportunities to improve your own customer service and selling skills and those of your team are maximized.
- Ensure that all team members engage with WWT's internal communication channels keeping themselves informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.
- Lead, coach and engage team members to adapt to continuous change and the implementation of new initiatives.
- Ensure team members support other teams to deliver the best customer experience and delivery.

We do conservation

- Ensure all your team members are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate.

- Ensure all your team members are aware of key lines associated with WWT conservation stories and that they understand WWT's purpose in order to promote WWT and its products.
- Reduce waste by accurately managing stock in line with WWT systems and procedures, ensuring that all waste is disposed of responsibly in line with WWT recycling policies.
- Meet procurement targets relating to sustainability.

In addition:

- Operate retail areas that fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.
- To act as a Duty Manager on a rota basis. You are also required to be trained in first aid at work and be part of the first aid rota if required

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date Created: September 2017

Updated: April 2024

Person Specification

1. Qualifications

Essential:

- Educated to a minimum of A- Level standard or equivalent

Desirable:

- Food Hygiene Level 3
- Recognised Health and Safety Qualification
- Industry recognised Customer Service Qualification
- Management Training Qualification
- Personal License Holder

2. Experience

Essential:

- Significant experience in a relevant trading/commercial environment
- Experience of team management, training and development
- Proven track record in delivering or exceeding departmental targets
- Proven ability in managing cost margins and overheads
- Exceptional standards in Customer Care

Desirable:

- Experience in working at a Conservation site
- Previous experience in managing budgets and financial controls
- Duty management experience in a public facing environment

3. Managerial & Supervisory

Essential:

- Ability to determine priorities and set tasks
- Confidently able to train, motivate and engage your team (including volunteers)
- Experience in managing the life cycle of a team member to include:-
 - Recruitment
 - Appraisals
 - Performance Management
 - Allocation of resource (permanent/casual staff and volunteers)
 - Submission of information to Payroll function

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	7	0
Volunteers	1	0
Casual Workers	5	0

4. Responsibility

Essential:

- Experience of adhering to legislation e.g:-
 - Data Protection
 - Health and Safety
 - Sale of Offensive Weapons
- Proven ability in managing Customer Feedback

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£187,000
Income	£500,000 +
Project Size (normally managed)	n/a
Assets (required for job, exc. buildings)	£500,000
Visitors (number per annum)	102 7500

5. Creative Ability

Essential:

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Ability to recommend and source relevant products to enhance the offer within the trading departments

Desirable:

- Ability to think outside of the 'pond' and committed to going the extra mile

6. Contact

Essential:

- Regular and routine contact with other departments and visitors
 - Contact with external suppliers, ensuring standards are delivered by suppliers and contractors
 - Working positively with Central Commercial, Retail and Finance teams on a regular basis
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General Notes

This position will require work during evenings, weekends and public holidays to meet the needs of the post.