



## Job Description

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### Retail Assistant Manager

**Grade:** 7

**Directorate:** Operations

**Location:** WWT Slimbridge Wetland Centre

**Reporting to:** Trading Manager

**What we need you to do:** Assist the Trading Manager to create, develop and manage an inspirational and vibrant trading environment that provides an excellent visitor experience. Work with the Trading Manager to consistently deliver and meet or exceed against agreed targets and help generate profits that support the conservation work of WWT.

**Supervisory responsibilities:** Retail Supervisors, Trading Assistants, Casual Workers & Volunteers

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#### We shape unforgettable experiences

- Shape the visitor experience by generating a warm and welcoming trading 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

- Work with your Manager to develop and maintain techniques to pro-actively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.
- To optimize opportunities for you and the retail team to increase the sale of memberships and adoptions within your Centre
- Assist your Manager to optimise financial performance by reviewing KPI's taking the appropriate action assist in increasing profit, reducing waste and deploying resources effectively.

#### We work together for a positive future

- Implement the appropriate standards, procedures and best practice as expected from WWT.
- Help to 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 the retail team are maximized.
- Encourage all team members to 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.

## We do conservation

- Ensure you and the 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.
- Help 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.

## In addition:

- Operate retail areas that fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.

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. You are also required to be trained in first aid at work and be part of the first aid rota if required.

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**Date Created:** May 2025

## Person specification

### 1. Qualifications

**Essential:**

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

**Desirable:**

- Food Hygiene Level 3 or above
- Recognised Health and Safety Qualification
- Industry recognized Customer Service Qualification
- Supervisory/Management Training Qualification

### 2. Experience

**Essential:**

- Experience in a relevant trading/commercial environment
- Experience of team supervision, training and development
- Proven track record in delivering or exceeding departmental targets
- Experience of delivering exceptional standards in Customer Care
- Experience of ordering and stock control
- Experience of using the EPOS system and back-office IT systems

**Desirable:**

- Proven ability in managing cost margins and overheads

### 3. Managerial and supervisory

**Essential:**

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

Your team	Number managed	Number supervised
Permanent Team	7	0
Casual Workers	5+	0

Volunteers	4+	0
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## 4. Responsibility

### ***Essential:***

- Experience of adhering to legislation eg:-
  - Data Protection
  - Health and Safety
  - Sale of Offensive Weapons
- Proven ability in managing Customer Feedback
- Cash and payment handling

### ***Levels of responsibility***

Type of Responsibility	Level (£'s)
Budget Responsibility	£0
Income	£500,000+
Project Size (normally managed)	N/A
Assets (required for job, exc. buildings)	£500,000+
Visitors (number per annum)	130 000

## 5. Creative Ability

### ***Essential:***

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Willingness to recommend and help 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

- Working positively with Central Commercial, Retail and Finance departments on an adhoc 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.