



## JOB DESCRIPTION

**ROLE:** Assistant Retail and Admissions Manager

**REPORTING TO:** Hub General Manager

**ROLE SUMMARY:** The purpose of this role is to assist the Hub General Manager in the day-to-day responsibility for the management of the Pensthorpe shop, including retailing and admissions. This requires ensuring an excellent standard of customer service by the team, the implementation of an effective automated stock control process and the management and leadership of a small team of retail employees.

**In addition, the Assistant Retail and Admissions Manager will take on the responsibility of Hub Duty Manager for one to two days per week.**

### Retail & Admissions Management

Assist the Hub General Manager with the following, deputising as required:

1. Implement the required processes and systems to ensure the provision of an effective admissions service;
2. Implement the required processes and systems to ensure the provision of an effective retail service;
3. Take responsibility for the day to day delivery of the Pensthorpe admissions and shop retail strategy;
4. Implement activities with retail assistants to maximise sales whilst minimising costs to ensure the achievement of specified margins and targets;
5. Ensure the admission, retail, Exhibition Room, Wensum Room, plant sales area and viewing gallery are presented to a high standard at all times;
6. Ensure all team members are sales focused and proactively cross sell and up sell on items, events and experiences;
7. Ensure all admissions team members correctly and proactively advise visitors on events, talks, products, services and wildlife developments;
8. Attend and contribute to management meetings and to be a proactive member of the Pensthorpe management team.

## **Buying & Merchandising**

Assist the Hub General Manager with the following, deputising as required:

1. Buy stock / oversee the buying of stock in line with Pensthorpe's overall retail strategy for certain areas of the shop, as required, and coordinate with team members on the buying of stock in all other areas of the shop (e.g. gifts, food, jewellery);
2. Attend trade shows;
3. Place orders and manage the order process effectively; liaise with the finance manager to manage cashflow and invoice payment;
4. Ensure stock is received, accounted and signed for and correctly recorded using Back Office software and deal with suppliers;
5. Maintain the accuracy of the till / Back Office system by ensuring stock is correctly keyed at the point of sale, and customer returns, write-offs, mark downs, price changes and supplier stock returns are administered according to company guidelines;
6. Arrange and supervise stock takes;
7. Plan promotions and markdowns as necessary;
8. Plan product ranges and prepare sales and stock plans;
9. Develop good relationships with suppliers and distributors and maintain a comprehensive contact list;
10. Decide how goods should be displayed to maximise customer interest and sales;
11. Control stock levels based on forecasts for the season;
12. Analyse every aspect of bestsellers (for example, the bestselling price points, colours or styles) and ensure bestsellers reach their full potential;
13. Monitor slow sellers and take action to reduce prices or set promotions as necessary, adjusting buying strategy and stock holdings accordingly.

### **Financial Management**

Assist the Hub General Manager with the following, deputising as required:

1. Take the appropriate part in the creation and review of Shop budgets, forecasts and other relevant financial matters;
2. Determine allocation of spend within budget;
3. Implement the required processes and systems for the provision of management information and reports;
4. Set prices to maximise profits and manage the performance of ranges using the pre-agreed departmental profit margin percentages;
5. Produce reports in order to analyse retail and admissions activity;
6. Ensure that financial, cash handling, cashing up and banking procedures are strictly adhered to in relation to audit and security requirements;
7. Ensure an effective invoicing system;
8. Analyse previous season's sales and report on the current season's lines.
9. Proactively control staff costs and other costs in line with gross profit requirements and budget requirements in collaboration with the Hub General Manager;
10. Ensure that retail and admissions staffing levels on a day-to-day basis are appropriately managed in order to keep staffing costs to an absolute minimum.

### **People Management**

Assist the Hub General Manager with the following, deputising as required:

1. To be the primary point of contact for the retail and admissions team and be responsible for all matters relating to the welfare, motivation, achievement of best practice and development of this team;
2. Have involvement in the appointing of new employees as necessary (with prior authorisation of the Hub General Manager), ensuring induction training, setting early objectives and acting as a guardian/mentor, as appropriate for new team members;
3. To conduct annual appraisals for the team in conjunction with the Hub General Manager, identifying areas for improvement, setting new targets, formulating and delivering training plans to improve skills etc. Conduct regular reviews/follow-up mini appraisals accordingly;

4. In conjunction with the Hub General Manager carry out induction training, setting early objectives and acting as a guardian/mentor, as appropriate for all new team members.
5. Implement systems and procedures to ensure the effective management of the Retail and Admissions team and identify and implement measures for developing and maintaining effective working relationships within the team;
6. Oversee the creation of rotas for the retail and admissions desks to ensure staffing levels reflect the needs of the business at all times (including the rota for tour guides);
7. Monitor sickness, punctuality and general performance of team members and take necessary action where standards are not being met;
8. Ensure all team members use the correct selling skills in order to maximise sales of products and to achieve a high level of customer satisfaction wherever possible;
9. When working as Duty Manager, be confident to act as the line manager for other Hub teams, making decisions with regard to the smooth running of the Café and Play as required.

### **Duty Management**

Assist the Hub General Manager with the following, deputising as required and taking prime responsibility on one to two days per week dependent on the rota

1. Check the park for visitors at closing times;
2. Open the park to visitors;
3. Assist in making decisions as to the safe opening of the park such as in circumstances of extreme weather, flooding, fallen trees etc;
4. Close off areas of the park where these cannot be safely accessed by visitors;
5. Keep up to date with developments within the park.

### **Communication**

1. In conjunction with the Hub General Manager, Catering and Hospitality Manager and Play Supervisor manage an effective communication strategy between departments on a regular basis;
2. Ensure your involvement in Shop meetings and the dissemination of information to those staff that you are responsible for.



**Visitors**

1. Build a good rapport with visitors, helping them, discussing their views on the service provision and generally meeting and greeting visitors;
2. Provide and promote a helpful, friendly and 'can do' service to all visitors.

**Other**

1. Any reasonable request made by the Operations Director, the Hub General Manager or the Directors;
2. Attend external meetings or training courses as required.

**Health & Safety / Environmental Health**

1. Ensure the appropriate standards of health and safety are maintained at all times, to ensure a safe working environment;
2. Follow company procedures as described in the company Health and Safety Policy;
3. Liaise with the Operations Director and Health and Safety Coordinator to ensure the standards of Health and Safety in the Hub for staff and visitors are always maintained;
4. Report any unsafe practices or situations immediately to the Operations Director and report all accidents, incidents and near misses for both staff and visitors in the accident book.

This job description reflects the present requirements of the position. The job description will be reviewed annually as part of the appraisal process. As duties and responsibilities change and develop, the job description will be subject to amendment in consultation with the employee.

**Job Holder :** ..... **Date:** .....