

JOB DESCRIPTION

ROLE: **Assistant Admissions and Retail Manager**

REPORTING TO: **Operations Manager**

RESPONSIBLE FOR: **Admissions and Retail Assistants**

ROLE SUMMARY: Supporting the Operations Manager, your prime focus will be to ensure that our Park Admissions operation is efficient and effective in welcoming our visitors to the park. You will be targeted on achieving admissions targets through promoting membership sales and special events. You will also support our retail operation, developing a sales culture, whilst building, and inspiring a strong visitor-centric team. You'll be passionate about role modelling your customer service and selling skills, coaching, and inspiring your team through great leadership and adopting a proactive approach to visitor engagement. You'll also be proactive within the provision of an effective buying function for the shop, delivered in accordance with the retail strategy.

Admissions & Guest Services Management

1. Take responsibility for the day-to-day delivery of the Pensthorpe admissions department and strategy;
2. To support the provision of a first class visitor experience, ensuring a warm welcome and well informed entrance experience to the park for each visitor;
3. Ensure the timely handling of all booking enquiries and queries via the main bookings phone line and email accounts, acting as the first responder to all visitor/potential contact;
4. Guide and manage the team to focus on delivering first class customer service, whilst focussing on maximising membership, talks, events and experiences, products and services, as well as current conservation projects and wildlife sightings;
5. Coach and support the admissions team to build knowledge of the site and all available activities to provide an exceptional level of information and guidance to each visitor, and develop confidence to respond to visitor questions;
6. Ensure that all sections of the admissions, shop and viewing gallery are always presented to a high standard;
7. Maintain the accuracy of the till and back office systems by ensuring memberships are correctly recorded, taking account of data protections regulation;
8. Manage the renewal of memberships, issuing reminders in a timely fashion and working with colleagues to actively encourage the repeat purchase of memberships to the Park;

9. Ensuring that the park is ready to open for visitors each morning and check the park for visitors at closing times.

Retail Management

1. Support the Operations Manager in the day-to-day operation of the Pensthorpe retail shop;
2. To support the provision of a first class customer service experience for visitors to the retail shop;
3. Ensure that any customer returns, write-offs, mark downs, price changes and supplier stock returns are administered according to company guidelines;
4. Support the timely and accurate achievement of stock takes, in support of the Operations Manager, and utilising the team as required.

Buying & Merchandising

Assist the Operations Manager with the following, deputising as required:

1. Contribute to the identification and development of product ranges in line with our brand, our customer profile, utilising available information on buying habits and consumer buying patterns as well as keeping an eye on emerging customer and retail trends;
2. Use experience and knowledge, as well as listening to the team and customer feedback, to inspire and inform new product range ideas;
3. Plan the seasonality of product ranges and control stock levels based on sales plans, maintaining appropriate minimum stock levels, ordering in line with supply availability;
4. Propose product pricing to achieve appropriate profit margins using the pre-agreed departmental profit margin percentages. Utilise promotions and markdowns as necessary;
5. Use effective merchandising skills to present products and ranges to maximise customer interest and sales;
6. Analyse every aspect of bestsellers (for example, the bestselling price points, colours or styles) and ensure bestsellers reach their full potential;
7. Monitor slow sellers and take action to remerchandise to improve sales performance or consider promotions to move stock, whilst adjusting buying strategy and stock holdings accordingly.
8. Buy stock / oversee the buying of stock in line with Pensthorpe's overall retail strategy for certain areas of the shop, as required. Place orders and manage the order process effectively; liaise with the finance manager to manage cashflow and invoice payment, ensuring stock is received, accounted, and signed for and correctly recorded using Back Office software

9. Build and encourage strong working relationships with suppliers whilst building contacts as potential new suppliers
10. Attend trade shows as required.

Financial Management

Assist the Operations Manager with the following, deputising as required:

1. Support the creation and review of Admissions and Retail budgets, forecasts, and other relevant financial matters.
2. Implement the required processes and systems for the provision of management information and reports.
3. Ensure that financial, cash handling, cashing up and banking procedures are strictly adhered to in relation to audit and security requirements.
4. Proactively control staff costs and other costs in line with gross profit requirements and budget requirements in collaboration with the Operations Manager.
5. Ensure that retail and admissions staffing levels on a day-to-day basis are appropriately managed to keep staffing costs to an absolute minimum.

People Management

Assist the Operations Manager with the following, deputising as required:

1. To be the primary point of contact for the admissions and retail team and be responsible for all matters relating to the welfare, motivation, achievement of best practice and development of this team;
2. Support the Operations Manager in the appointing of new employees as necessary, ensuring induction training, setting early objectives, and acting as a mentor, as appropriate for new team members;
3. To conduct annual appraisals for the team in conjunction with the Operations 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. Oversee the creation of rotas for the retail and admissions desks to ensure staffing levels always reflect the needs of the business;
5. Monitor sickness, punctuality and general performance of team members and take necessary action where standards are not being met.



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;
3. Keep up to date with developments within the park.

Other

1. Any reasonable request made by the Operations Manager, the 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 always maintained, to ensure a safe working environment;
2. Follow company procedures as described in the company Health and Safety Policy;
3. Liaise with the Operations Manager 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 Manager 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:**