

JOB DESCRIPTION

ROLE: **Assistant Retail & Admissions Manager & Buyer**

REPORTING TO: **Operations Manager**

RESPONSIBLE FOR: **Retail & Admissions Assistants**

ROLE SUMMARY: To be responsible for supporting the Operations Manager in achieving the store's targets through promoting a sales culture instore, building, and inspiring a strong visitor-centric team. You'll be passionate about role modelling your selling skills, coaching, and inspiring your team through great leadership and adopting a proactive approach to sales management, whilst focussed on range and produce development. You'll also be proactive within the provision of an effective buying function for the shop, delivered in accordance with the retail strategy.

Retail, Admissions & Guest Services Management

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

1. Take responsibility for the day-to-day delivery of the Pensthorpe admissions and shop retail strategy.
2. To support the provision within Guest Services in terms of staffing, support and advice as appropriate
3. Guide and manage the team to focus on maximising sales whilst minimising costs to ensure the achievement of specified margins and targets.
4. Ensure the admissions area, shop, plant sales area and viewing gallery are always presented to a high standard.
5. Ensure all team members, in both retail and admissions, are sales focused and proactively cross sell and up sell on items, events, and experiences, and correctly and proactively advise visitors on events, talks, products, services, and wildlife developments.
6. Maintain the accuracy of the till and back office systems by ensuring stock is correctly input ahead of being put on sale, and is accurately keyed at the point of sale.
7. Ensure that any customer returns, write-offs, mark downs, price changes and supplier stock returns are administered according to company guidelines.
8. Support the timely and accurate achievement of stock takes, in support of the Operations Manager, and utilising the team as required.
9. Ensuring that the park is ready to open for visitors each morning and check the park for visitors at closing times.

Buying & Merchandising

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

1. Propose product ranges in line with our customer profile, requirements and critical path Identifying ranging opportunities, utilising available information maintain a close analysis of consumer buying patterns and predicting future 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, utilising promotions, and markdowns as necessary. Maintain 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.
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, if unsuccessful, reduce prices or set promotions as necessary, 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 Shop 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 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. 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:**