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| Culture Coventry Logo RGB (2)**Culture Coventry** |
|  **JOB DESCRIPTION** |
| **Post Title:** | **Retail and Reception Assistant Grade 2** |
| **Department:** | **Customer Experience, Operations** |
| **Reports To:** | **Duty Manager** |
| **Job Purpose:** | * To deliver an exceptional visitor experience and ensure that the quality of service given on reception and in the retail shops across Culture Coventry is of the highest level at all times
* To follow agreed procedures and controls for all admissions and retail sales
* To promote retail offers at the museums as widely as possible so that sales are maximised and all other commercial opportunities related to the collections and exhibitions are maximised.
* To be an ambassador of Culture Coventry’s vision through positive engagement with visitors, ensuring they gain a full appreciation and enjoyment of Coventry’s rich history through our collections.
* To work collectively and collaboratively with the local community, visitors, volunteers and other key stakeholders to ensure all our sites are key lifelong and creative learning establishments.
* To care for the collections at Culture Coventry’s sites and commit to ensuring they are displayed in ways that are engaging for our visitors.
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| **Primary Responsibilities:**  | * To demonstrate the Trust’s values and behaviours at all times to ensure we treat each other and our customers with dignity and care.
* To work collaboratively with colleagues across all sites to foster a professional and supportive environment that clearly shows we are united.
* To take pride and ownership in setting new standards and new ways of working that support and increase and build our resilience as business for the future.
* To support the delivery of the Trust’s financial objectives and growth agenda, by always looking at ways we can maximize opportunities to grow our audience and generate income.
* To put the customer at the heart of all decisions and actions, to ensure we deliver exceptional customer experience at all times.
* To represent Culture Coventry on all appropriate local, regional, national and international forums, workshops, events, reviews and consultations relevant to this post.

**Reception*** Greet visitors on arrival, issue visitor badges when appropriate, maintain the visitor record book and alert the appropriate member of staff of the arrival of their visitor.
* Actively promote and sell guidebooks and complete marketing surveys
* Review and update diary information as appropriate e.g. school visits, group bookings, etc.
* Receive and book in visitors and schools as required.
* Keep up to date with events, activities and communications via word of mouth, diaries, e-mail, leaflets and website(s).
* Act as a point of contact for the receipt of items brought in for identification and pass to the Curator according to procedure.
* As required, manage incoming telephone calls

**Retail Shop*** Serve in the shop and reception, providing an effective and efficient service for public admission and sales.
* Replenish and merchandise stock, check deliveries against paperwork and inform supplier of shortages and breakages in line with delivery procedures.
* Carry out stock control procedures via EPOS and maintain the necessary records as directed by the Duty Manager.
* Evaluate and communicate necessary stock reorder requirements.
* Prepare reorders for current stock items as required.
* Provide an adequate level of stock at all times by advising the Customer Experience Manager of the necessity of re-orders always ensuring adequate lead-in time.
* Ensure the most suitable arrangements are made for the safe custody of the stock at all times and report problems arising to the Duty Manager.
* Provide cover for the shop at special events and exhibitions, school visits etc. as requested by the Duty Manager.
* Provide a credit card payment option for customers where appropriate, ensuring that the necessary paperwork is correctly completed.
* Deal with general cash handling and balance the tills daily and as required.
* Prepare the necessary statistical and financial records and ensure prompt submission to the appropriate officers in accordance with established procedures.
* Undertake the necessary cleaning of the shop fittings and reception area ensuring they are kept clean and tidy at all times.
* Ensure that agreed sales targets are met through active tracking and sales and promotions activity.

**General Duties*** Know and promote the City of Coventry and signpost visitors to key attractions
* Act as a Museum Assistant providing an effective service covering peak periods and holidays and sickness, as required
* Alert the Duty Manager to the presence of suspicious or anti-social people in or around the building.
* Ensure the safety of the public is maintained, taking a designated role in the evacuation of the building in an emergency.
* Report problems with lighting, fixtures or surfaces to the Facilities Manager, recording the date, time and nature of the report on a Corrective Action Form
* Ensure that all matters of concern are brought to the immediate attention of the Duty Manager.
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| **Other Duties** | * At all times ensure that working practices are in line with the requirements of Culture Coventry’s Health and Safety Policy and generally seek to ensure the safety of Culture Coventry’s employees and visitors, including in the event of an emergency evacuation.
* To support the remainder of the Culture Coventry team when required for conferences, gallery openings and any other events over and above the normal day-to-day running of the museums ensuring that commercial opportunities are maximised.
* To actively engage with any special projects or builds and annual events / large public festivals that may occur from time to time over and above the normal day to day running of the museums ensuring that all commercial opportunities are maximised.
* Any other duties that fall within the scope and spirit of the post
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| **NB. The nature of the post may require a commitment to Culture Coventry Trust outside of normal working hours (e.g. weekends, evenings, Bank Holidays, etc.). Time-in-lieu will be granted for such hours worked.**Dependant on your role, a driving licence may be required to ensure the most efficient contact with external bodies and support Culture Coventry Trust’s external events policy. Post holders will be accountable for carrying out all the duties and responsibilities with due regard to the Charitable Trust’s Health and Safety and Equal Opportunities Policies.Duties, which include processing of any personal data, must be undertaken within the corporate data protection guidelines |
| **Please note**:* The **black wording** within this document details your individual role requirements and responsibilities, which you will be expected to demonstrate and achieve in the performance of your role.
* The **green wording** outlines core behaviours, requirements and responsibilities that are expected of all employees within the Trust. This has been included in all job descriptions to ensure that everyone shares a common purpose to ensure we achieve our vision and live our values.
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| **PERSON SPECIFICATION**Assessment for recruitment requirements and competencies |
| **Aptitudes / Skills / Abilities** | **Essential*** Customer focused with the passion and ability to identify customer audiences, understand their specific requirements and place them at the heart of everything the Trust does.
* Good communication skills both face‐to‐face and in writing
* Self‐motivated with the ability to take the initiative
* A team player with an approachable manner
* Sensitive to the different cultural backgrounds of Coventry’s diverse communities and a commitment to equal opportunities practice both at work and with customers.
* A flexible approach to work with the willingness and ability to work outside standard hours on occasion.
* Good IT skills and proficiency in Microsoft Office applications
* Good retail skills that maximise retail product potential and opportunities, effective stock control, stock management and EPOS

**Desired*** Readiness to work with people and the ability to respond to differing needs, e.g. disabled, children, diverse cultures and differing levels of understanding.
* Demonstrable interest in and enthusiasm for the arts and heritage sector
* A background in a culture/ leisure type of environment
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| **Knowledge And Experience** | **Essential*** Experience in delivering a proactive and high level of customer experience
* A background in a culture/leisure type of environment
* Knowledge of the retail sector and administering a retail function.
* Experience of retail buying, merchandising and stock control/management.
* Experience of cash handling and security procedures

**Desired*** A good level of understanding of industrial history, coupled with a recognition of Coventry’s place in that history
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| **Education and qualifications** | **Essential*** Evidence of GCSE Maths and English at Grade C or above

**Desired*** Evidence of post formal educational development would be an advantage
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| **Special Requirements:** | * This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. A Criminal Record Disclosure may be required prior to appointment.
* A clean driving license may be required dependent on your role to fulfill the requirements of the post
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