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| JOB DESCRIPTION |  |

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| **ROLE:** Retail Supervisor  **LOCATION:** Multiple sites  **LINE MANAGER:** Commercial Manager | **CONTRACT:** Permanent  **WORKING HOURS:** 37 hours a week  **SALARY:** Grade 5 £20,253 - £25,440 |
| **Summary of role purpose:**  To effectively manage the day to day operations of our retail and reception offer across all sites, ensuring a valued added visitor experience through a clear retail strategy, which is continuously developed to drive income generation and maximise commercial opportunities. Also ensuring the operation of a high quality, customer orientated Tourist Information Centre (TIC) which actively promotes Coventry (and Warwickshire and the surrounding sub-region). | |
| **KEY RESPONSIBILITIES** | |
| * Develop a retail strategy in conjunction with the Commercial Manager and Corporate Services Director to continuously improve the Trust’s retail offer across all sites and maximise income and profitability. * Also work with the Visitor Services & Operations Manager to develop our visitor management strategy to ensure we:   + anticipate tourism demand to our venues through understanding of audience development;   + put visitors at the heart of our museum through an enhanced visitor experience;   + implement appropriate visitor plans for accessibility, visitor flow and capacity levels; and   + achieve and maintain a Gold level for the Visit England Visitor Attraction Quality Scheme. * Work closely with the TIC Assistants and Marketing Manager to develop and promote the TIC service as part of the city wide cultural and tourism strategies. * Line manage the retail & reception and TIC Assistants, ensuring clear objective setting and development to meet the organisational objectives, to include one to one and team meetings. * Ensure the retail & reception and TIC Assistants provide a high level of customer service through seamless teamwork with other departments to support the smooth running of daily events and activities. * Identify ways to increase donations and individual giving as part of the overall fundraising strategy and ensure the ‘active ask’ with all staff. * Work closely with the Marketing Manager to:   + review visitor market research and trends to help inform the delivery of the visitor management strategy and the effective promotion of visitor services and retail offers throughout all venues; and   + to ensure signage and other promotional materials are appropriately displayed in public areas to promote the Trusts activities. * Work collaboratively with the Visitor Services & Operations Manager to ensure the Visitor Services team receive up to date information on local and regional tourist information to support sign posting to visitors * Ensure the effective deployment, cost effectiveness, performance management and output of all resources across area of responsibility. * Develop, implement and embed stock control procedures, which are consistent and structured across all retail outlets to maintain an accurate stock count and valuation at all times. * Process all invoices, stock movements, reports and transactions as per the Trust’s financial periods, procedures and controls. * To support the development of online shop content as part of the organisations Digital Strategy, working closely with the retail and TIC assistants and marketing team. * Manage supplier relations and ensure excellent standards of merchandising and presentation in the retail outlets. * Collate statistics and produce monthly reporting on retail and TIC performance and objectives to the Commercial Manager. * Ensure cash handling procedures are compliant with the Trust’s financial controls and consistent across all retail outlets. * Monitor local, regional and sector tourism and retail trends and build a network of relationships to support partnership working and ensure of awareness of potential opportunities as part of the City of Culture. * Attend trade shows and support the Commercial Manager and Marketing Manager with business and tourism trade shows, to help promote the Trust commercial offers.   **General**  Within areas of responsibility:   * review and manage risks as part of the organisational risk register; * contribute to the ongoing review and development of the Trusts policies and procedures to support continuous improvement; * ensure teams comply with and understand all Health & Safety policies and requirements; * support and input into the organisational digital strategy; * develop and deliver fundraising within areas of responsibility, in line with business objectives; and * ensure adherence to the GDPR in respect of all data collected and maintained by teams. | |