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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.
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