



Retail, Admissions & Membership Team Leader

Directorate: Operations

Reporting to: Retail, Admissions & Membership Manager

What we need you to do: Be an integral part of creating, developing and managing an inspirational and vibrant trading environment that consistently provides an excellent visitor experience. Contribute to the development and management of an admissions area that provides a warm and informative welcome to all visitor segments, meeting visitor experience targets and maximising membership recruitment. Contribute to the delivery of agreed targets, and help generate profits that support the conservation work of WWT.

Location: London Wetland Centre

Grade: 7

We shape unforgettable experiences

- Shape the visitor experience by generating a warm and welcoming trading environment which is inspirational and vibrant and represents the WWT brand.
- Provide consistently a warm welcome to all visitor segments in the trading areas.
- Ensure all admission team members are fully aware of the key centre highlights and experiences on offer on a daily basis and share such information with visitors.
- Ensure WWT's retail product range is presented to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
- Ensure that all our visitors receive high standards of customer care in line with WWT's GUEST visitor service standards and enjoy a positive experience of the trading environment.

We are resourceful pioneers

- Support techniques to proactively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.

- Support the delivery of KPI's taking the appropriate action to increase profit, reduce waste and deploy resources effectively.
- Support the environment and techniques to maximise opportunities for supporter recruitment and achieve or exceed specified targets and (e.g. membership sales and adoptions).
- Effectively use EPOS and WWT procedures, including cash handling, to maximise sales and generate reliable sales information.
- Support the development of techniques and team members to recognise visitor segments and to provide tailored visitor experience recommendations.
- Ensure the gift aid scheme is promoted in order to deliver Gift aid targets, ensuring the full and accurate completion of appropriate gift aid record.

We work together for a positive future

- Implement the appropriate standards, procedures and best practice as defined by the Line Manager.
- Maximise your contribution to ensure the teams delivery of personal, department and Trust objectives by proactively participating in training, team meetings and individual discussions.
- Support with the allocation of basic tasks and carry out agreed training, checking the work of others in similar or lower grades on a regular basis.
- Support the Line Manager to ensure that all team members engage with WWT's internal communication channels keeping yourself and others informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.
- Support team members in adapting to continuous change and the implementation of new initiatives.

We do conservation

- Support the Line Manager to ensure all team members are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate.
- Support the line manager to ensure all retail team members are aware of key lines associated with WWT conservation stories and that they understand WWT's purpose in order to promote WWT and its products.

- Ensure the sustainable use of utilities to reduce the impact on the environment.
- Reduce waste by accurately managing stock in line with WWT systems and procedures, ensuring that all waste is disposed of responsibly in line with WWT recycling policies.
- Support the Line Manager to meet procurement targets relating to sustainability.

In addition:

Operate trading areas that fully adhere to and comply with all legislative standards in particular industry hygiene standards.

Work Pattern: 37.5 hours per week to be worked on a rota basis to include weekends and bank holidays, and occasional evening work in line with business requirements.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the manager shown above, from time to time.

Date Created: October 2014

Person specification

1. Qualifications

Essential:

- Educated to a minimum of GCSE (D – G) standard (or equivalent)

Desirable:

- Industry recognised qualification in retail or visual merchandising
- IT literate

2. Experience

Essential:

- Relevant experience of working in a retail environment
- Experience of working as part of a team
- Experience of cash handling

Desirable:

- Experience of working with EPOS system
- Experience of working within a visitor attraction environment

3. Managerial and supervisory

Essential:

- Ability to determine priorities and set tasks for others
- Confidently able to train, motivate and engage the team
- Ability to effectively deploy resources to maximise commercial success

Your team	Number managed	Number supervised
Permanent Team	0	8
Casual Workers	0	5
Volunteers	0	15

4. Responsibility

Essential:

- Cash handling
- Support the line manager to ensure the smooth running of the day to day operation
- Adhering to legislation
 - Data Protection
 - Sale of offensive weapons
 - Health and Safety

Desirable:

Levels of responsibility:

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	Up to £1,000
Cash Handling	Up to £25,000 per week
Assets (required for job, exc. buildings)	Up to £3,000
Visitors (per annum)	250,000

5. Creative Ability

Essential:

- Ability to adapt seasonal trade/campaigns and promotions
- Ability to problem solve
- Ability to think outside of the 'pond' and committed to going the extra mile

Desirable:

- Ability to create effective visual merchandising and displays

6. Contact

Essential:

- Regular and routine contact with other departments and visitors
- Contact with external suppliers, ensuring standards are delivered by suppliers and contractors
- Ability to engage with visitors living up to WWT Customer Service Standards