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# Job Description

Retail, Admissions and Membership Supervisor **Grade:** **4**

**Directorate: Operations Location:** WWT **Slimbridge Wetland Centre**

**Reporting to:** **Retail, Admissions & Membership Manager**

**Main function of post:** Assist in the supervision of an inspirational and vibrant trading environment that provides an excellent visitor experience. Assist the Retail, Admissions and Membership Manager and Deputy Manager to consistently deliver and meet or exceed against agreed targets and help generate profits that support the conservation work of WWT. Help to develop, supervise and maintain an admissions area that provides a warm and informative welcome to all visitor segments, meeting visitor experience targets and maximising membership recruitment.

**Supervisory responsibilities:** Retail, Admissions & Membership Assistants and Volunteers within the area of responsibility

## Main duties of the post

1. Shape the visitor experience by assisting in the generation of a warm and welcoming trading environment which is inspirational, vibrant and represents the WWT brand.
2. Provide a consistently excellent warm and informative welcome to all visitor segments in the admissions area.
3. Ensure all admissions team members are fully aware of the key centre highlights and experiences on offer on a daily basis and share such information with visitors.
4. Ensure WWT’s retail product range is presented to a consistently high standard.
5. Ensure that all our visitors experience high standards of customer care and enjoy a positive experience of the trading environment.
6. Contribute to the maintenance of techniques to proactively promote and maximise sales opportunities.
7. Support the Retail, Admissions and Membership Manager in the financial performance within Retail, Admissions and the Gallery, being aware of KPI’s and taking appropriate action to increase profit, reduce waste and deploy resources effectively as directed by your line manager.
8. Supervise the team in the use of techniques which maximise opportunities for support recruitment e.g. membership sales and adoptions, aiming to exceed targets.
9. Ensure the effective use of EPOS and WWT procedures, including cash handling, to maximise sales and generate reliable sales information.
10. Ensure the gift aid scheme is promoted in order to deliver Gift aid targets, ensuring the full and accurate completion of appropriate gift aid records.
11. Support the development of techniques and team members to recognise visitor segments and to provide tailored visitor experience recommendations.
12. Work together with the Retail, Admissions and Membership Manager to implement the appropriate standards, procedures and best practice as defined by the Head of Retail.
13. Work together with the Retail, Admissions and Membership Manager to implement the appropriate standards, procedures and best practice as defined by the Head of Regular Giving.
14. Support the Retail, Admissions and Membership Manager in maximising every team member’s contribution to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through training, team meetings and individual discussions.
15. Ensure that all team members engage with WWT’s internal communication channels keeping themselves 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.
16. Support the Retail, Admissions and Membership Manager in leading, coaching and engaging team members to adapt to continuous change and the implementation of new initiatives.
17. Ensure all retail and admissions 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.
18. Ensure all retail and admissions team members are aware of key lines associate with WWT conservations stories and that they understand WWT’s purpose in order to promote WWT and its products.
19. Assist in the reduction of 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.
20. Assist in meeting procurement targets relating to sustainability.
21. To ensure the health, safety and wellbeing of everyone in your team is an

integral part of how they work, creating a safe environment for staff, volunteers and visitors by

implementing WWT’s health and safety policies and guidelines.

1. To ensure that your team engage and interact with our visitors and supporters

in a positive way, shaping unforgettable experiences and helping them understand and connect to

wetlands

1. To ensure that everyone in your team adheres to WWT’s Data Protection Policy and GDPR standards as an integral part of how they work.

In Addition:

* Operate retail and admissions areas that fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.

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 supervisor shown above, from time to time.

**Date raised: October 2014 Amended: January 2020**

## Person Specification

### 1. Qualifications

#### Essential:

* Educated to a minimum of GCSE (grades A-C) or equivalent standard

#### Desirable:

* Retail or visual merchandising qualification
* I.T. literate

### 2. Experience

#### Essential:

* Experience gained in a retail environment
* Experience of delivering exceptional standards of Customer Care
* Experience of team management, training and development
* Experience in product management and presentation
* Experience working as part of a team
* Experience of cash handling

#### Desirable:

* Experience of working in a high volume, high quality operation
* Experience of working with an EPOS system
* An experience of working with budgets and financial controls, margins and overheads
* Experience of working in an admissions function
* Experience of working in a commercial area of a visitor attraction
* Experience of working in a membership operation
* An understanding of Gift Aid
* Previous experience of supporting strategic change

### 3. Managerial & Supervisory

#### Essential:

* Ability to determine priorities and set tasks
* Confidently able to train, motivate and engage your team (including volunteers)
* Ability to deploy resources effectively to maximise commercial success

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| --- | --- | --- |
| **Type of staff** | **Number managed** | **Number supervised** |
| Employed Staff | 0 | 2 - 6 |
| Casual Workers | 0 | 0 - 6 |
| Volunteers | 0 | 0 - 8 |

### 4. Responsibility

#### Essential:

* Adhering to legislation e.g.:-
  + Data Protection
  + Sale of Offensive Weapons
  + Health and Safety
* Cash Handling

#### Levels of Responsibility:

|  |  |
| --- | --- |
| **Type of Responsibility** | **Level (£’s)** |
| Expenditure (exc. payroll) | £200 per purchase |
| Cash Handling | £11,000/day |
| Assets (required for job, exc. buildings) | N/A |
| Visitors (per annum) | N/A |

### 5. Creative Ability

#### Essential:

* Proven experience in problem solving
* Ability to think outside of the ‘pond’ and committed to going the extra mile

### 6. Contact

#### Essential:

* Regular and routine contact with other departments and visitors
* Contact with external suppliers, ensuring standards are delivered by suppliers and contractors