



### Trading Supervisor

**Grade:** 7

**Directorate:** Operations

**Location:** WWT Caerlaverock Wetland Centre

**Reporting to:** Centre & Reserve Manager

**What we need you to do:** Create, develop and manage an inspirational and vibrant trading environment that provides an excellent visitor experience. Consistently deliver and meet or exceed agreed targets and help generate profits that support the conservation work of WWT. Develop the Centre's self-catering accommodation business and support general administration at the Centre.

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#### We shape unforgettable experiences

- Shape the visitor experience by generating a warm and welcoming trading environment which is inspirational, vibrant and represents the WWT brand.
- Provide and present WWT's retail and catering product ranges and self-catering accommodation to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
- Ensure that all our visitors experience high standards of customer care and enjoy a positive experience within the trading environment.

#### We are resourceful pioneers

- Develop and maintain techniques to pro-actively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.
- Optimise opportunities for you and the wider team to increase the sale of memberships and adoptions within your Centre
- Optimise financial performance by review and management of KPI's taking the appropriate action to increase profit, reduce waste and deploy resources effectively, to include overseeing the wider team to deliver WWT membership targets and a warm and welcoming admissions desk.

#### We work together for a positive future

- Implement the appropriate standards, procedures and best practice as defined by the Heads of Commercial, Retail and Catering.
- Help to maximise 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.
- Ensure opportunities to improve your own customer service and selling skills and those of the wider team are maximised
- Encourage all team members to 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.
- Lead, coach and engage team members to adapt to continuous change and the implementation of new initiatives.

## We do conservation

- Ensure you and the 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
- Ensure all 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.
- 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.

## In addition:

- Operate admissions, retail and catering areas that fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.
  - Ensure compliance with financial controls and procedures across all Trading operations.
  - To act as a Duty Manager on a rota basis
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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.

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**Date Created:** December 2020

**Updated:** September 2021

## Person specification

### 1. Qualifications

**Essential:**

- Educated to a minimum of A- Level standard or equivalent
- Food Hygiene Level 3

**Desirable:**

- Recognised Health and Safety Qualification
- Industry recognised Customer Service Qualification
- Supervisory/Management Training Qualification

### 2. Experience

**Essential:**

- Experience in a relevant trading/commercial environment
- Experience of team supervision, training and development
- Proven track record in delivering or exceeding departmental targets
- Experience of delivering exceptional standards in Customer Care

**Desirable:**

- Previous experience in managing budgets and financial controls
- Experience in managing admissions and membership recruitment.
- Proven ability in managing cost margins and overheads
- Previous experience in a self-catering holiday accommodation business
- Previous experience of a Food Safety Management System (FSMS)

### 3. Managerial and supervisory

**Essential:**

- Ability to determine priorities and set tasks
- Confidently able to train, motivate and engage your team (including volunteers)
- Experience in supervising team members to include:-
  - Recruitment
  - Appraisals
  - Performance Management
  - Allocation of resource (permanent/casual staff and volunteers)
  - Submission of information to Payroll function

Your team	Number managed	Number supervised
Permanent Team	1	1
Casual Workers		
Volunteers		2-4

## 4. Responsibility

### **Essential:**

- Experience of adhering to legislation eg:-
  - Data Protection
  - FSMS
  - Health and Safety
  - Sale of Offensive Weapons
- Proven ability in managing Customer Feedback

### **Levels of responsibility:**

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	£ 25,000
Cash Handling	£ 95,000 (sales at site)
Achievement of sales targets	

Membership	£ TBC
Retail	£ TBC
Catering	£ TBC
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

## 5. Creative Ability

### **Essential:**

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Ability to develop a high quality self-catering holiday accommodation offer

### **Desirable:**

- 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
- Working positively with HQ Commercial, HQ Catering, HQ Retail and HQ Finance on a regular basis