

Retail, Admissions and Membership Manager

Directorate: Operations

Reporting to: General 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 against agreed targets and help generate profits that support the conservation work of WWT. Develop and manage an admissions area that provides a warm and informative welcome to all visitor segments, meeting visitor experience targets and maximising membership recruitment.

Location: London Wetland Centre

Grade: 9

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 a consistently excellent warm and informative welcome to all visitor segments in the admissions area.
- 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.
- Provide and present WWT's retail product range 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 of 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 financial performance by review and management of KPI's taking the appropriate action to increase profit, reduce waste and deploy resources effectively.
- Develop environments and techniques to maximise opportunities for supporter recruitment e.g. membership sales, adoptions and achieve or exceed specified targets.
- Develop techniques and team members to recognise visitor segments and to provide tailored visitor experience recommendations.

We work together for a positive future

- Implement the appropriate standards, procedures and best practice as defined by the Head of Retail.
- Implement the appropriate standards, procedures and best practice as defined by the Head of Regular Giving.
- 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 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.
- Lead, coach and engage team members to adapt to continuous change and the implementation of new initiatives.

We do conservation

- Ensure all retail, admissions and membership 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 retail, admissions and membership 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.
- Meet procurement targets relating to sustainability.

In addition:

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

Work Pattern: 37.5 hours per week to be worked on a rota basis to include weekends and bank holidays, in line with business requirements (to include Duty Manager shifts).

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 Created: February 2014

Person specification

1. Qualifications

Essential:

- Educated to a minimum of A-Level standard

Desirable:

- Retail or visual merchandising qualification
- Management training qualification

2. Experience

Essential:

- Previous experience in a retail management role
- Experience of team management, training and development
- Previous experience in managing budgets and financial controls
- Proven ability in managing cost margins and overheads
- Proven track record in delivering or exceeding departmental targets
- Exceptional standards in Customer Care
- Experience in product management and presentation
- Experience of working in a high volume, high quality operation
- Previous experience of supporting/managing strategic change

Desirable:

- Experience of managing an admissions function
- Experience of managing a commercial area of a visitor attraction
- Experience of managing a membership operation
- An understanding of Gift Aid

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 managing the life cycle of a team member 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 (direct reports) | 1 | 8 |
| Casual Workers | - | - |
| Volunteers | - | - |

4. Responsibility

Essential:

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

Levels of responsibility:

| Your responsibilities | Level (£'s) |
|---|--------------------|
| Expenditure (exc. payroll) | £144,995 |
| Cash Handling | £328,295 |
| Assets (required for job, exc. buildings) | - |
| Visitors (per annum) | 195,399 |

5. Creative Ability

Essential:

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- 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
- Working positively with HQ Retail, HQ Supporter Development and HQ Finance on a regular basis