

JOB DESCRIPTION – RETAIL MANAGER

If this sounds like the perfect opportunity for you then please submit your CV and covering letter to our General Manager, Stuart at swood@yorkschocolatestory.com

PURPOSE OF THE JOB

To ensure the commercial success of the visitor attraction, leading and developing the team to deliver the highest standards of guest experience, whilst ensuring the achievement of the department's targets (retail, F&B, photo and guidebook) in line with the attraction business plan and budget.

KEY ACCOUNTABILITIES

- Observe and manage immediately any incidents, which may affect the health and safety of other team or guests of the attraction, escalating using the major incident plan where appropriate.
- Duty manage in line with operational requirements taking responsibility for the daily running of the attraction on a rostered basis.
- Follow attraction procedures including daily opening and closing procedures and cash handling procedures.
- Ensure all operations conform to legal regulations with regard to health and safety/ food hygiene requirements.
- To support the recruitment, development and retention of the team whilst ensuring they are delivering to the highest standards of experience and service every day and meeting targets.
- Manage team scheduling to ensure operational efficiency including the management of team absence following company process.
- Be responsible for ensuring that the department runs smoothly.
- Ensure that the highest standards of presentation and merchandising implemented and maintained throughout the ground floor space.
- Monitor, review and control the use of resources to ensure expenditure is controlled within the annual financial budget
- Maximise all revenue streams (admissions, retail, F & B photo and guidebook) through skilled use of sales, promotion and marketing in line with the business plan
- Manage and update the online shop, maintaining accurate and up to date content, ensuring orders are fulfilled promptly and in line with brand standards.
- Work closely with the marketing manager to plan and deliver seasonal displays and products in line with the attraction event calendar, and provide relevant content for social media as required.

- Ensure the availability and quality of the photo offer, escalating any issues to our third-party photo provider for prompt resolution and minimal downtime.
- Comply with brand standards to ensure the attractions identity is maintained at all times.
- Develop and implement sales and promotion strategies to encourage secondary spend.
- Provide regular reports detailing current performance levels and identifying where improvements in both sales and guest experience can be achieved.
- Maintain and develop systems to control and manage all aspects of stock aimed at reducing all areas of loss, including shrink and wastage.
- Maintain stock availability at all times by managing and ordering of stock to ensure appropriate stock holding levels for the trading period.
- Conduct regular stock takes to ensure accurate stock valuation and prepare reports for the Finance department. Be able to identify any variances and take appropriate action.
- Be responsible for supplier management to ensure good working relationships.
- Be aware of the market place (trends) and take steps to ensure we remain ahead of our competitors.
- Be responsible for the daily processing of purchase orders & related invoices for the business.
- Deal with guest feedback in a timely and professional manor.
- Ensure the guest experience is delivered to the very highest standards, whilst endeavouring to make each visit feel memorable.
- Contribute towards meetings and future development of the attraction.
- Attend all training sessions and team meetings as required.
- Work towards OKR's and personal development blueprint.
- Identify any suggestions for improvement to enhance the guest experience within the attraction.
- Ensure that all policies and procedures are adhered to.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS