

Retail & Admissions Manager

Job Description and Person Specification

Position Details

Position: Retail & Admissions Manager	Department: Retail and Guest Services Areas	Reporting to: General Manager
Salary: £32,000-£40,000	Contract: Permanent	Hours per week: 8.30am-5.30pm Full Time 42.5. (5 days out of 7) One day at the weekend.

Overall Objective:

The Retail & Admissions Manager is responsible for the smooth and efficient running of the Guest Services admissions and retail areas at Mead Open Farm.

This role is fully accountable for all guest admissions, membership, and all retail on site. You will ensure the shop is an integral part of the visitor experience.

You will have the ability to identify new retail opportunities within the shop and online as well as looking for other opportunities on site and through our seasonal events.

You will have an eye for detail and a flair for displays and seasonal changes which will enhance the visitor experience and drive revenue, and customer spending.

You will work with the senior team who will support you in developing the business area and work on several ongoing projects. You will also undertake Duty Management shifts for the site on a Rota schedule.

Applications close 14th March. To apply, please email stephenmiller@meadopenfarm.co.uk.

Job Description

Summary of Duties

- Ensure the team deliver fantastic customer service dealing with customer bookings, enquiries on arrival over the phone.
- To ensure we use our online booking system effectively to take bookings and payments including Direct Debits. Liaise directly with our Senior Leadership Team for any issues proactively.
- Maintaining EPOS systems on site for smooth customers transactions.
- Maximise sales through exceptional sales awareness and drive, making the most of all commercial opportunities.

- To provide sales performance reports on a weekly, monthly, and quarterly basis demonstrating excellent awareness and knowledge of your business area.
- Increase awareness and increase sales of our membership offer.
- Work with the Marketing department to develop use of The APP on site.
- Create a buying policy and ensure we get the best out of our supplier relationships.
- To create a sale focused team environment that is embedded in the team culture.
- To have processes in place to ensure that stock is accounted for. To organise and manage all stock takes to mitigate any stock discrepancies.
- Involve all members of the team to ensure the retail areas are well presented and stocked, encouraging them to contribute ideas for better retail displays.
- Keep up to date on what other similar outlets are offering in terms of products and retail experience, reviewing trends, and ordering new products in line with customer demand.
- Communicate any relevant customer feedback. Look to resolve any issues before they escalate.
- Be confident in dealing with customer feedback on the phone, email or in person
- Oversee administration of birthday party bookings.
- Ensure the team follow the open and close procedures thoroughly. This will also include daily ongoing tasks.
- Always keep the team active to ensure productivity.
- Adhere to all health and safety rules relevant to your department.
- Liaise and work with other team members and departments.
- Deliver the company values and customer pledge always engaging positively with customers.
- Duty management shifts

Person Specifications

Essential

- Experience of buying products and working with suppliers.

- Previous experience working with Gross and Net profit margins.
- Have strong written and verbal communication skills and be able to interact with customers and other staff.
- To be pleasant and courteous and have good customer service skills.
- Be flexible around hours and days of work.
- Be adaptable to changing work and environments which can change in peak periods.
- Have excellent numeracy and literacy skills.
- Be able to work as part of a team and alone.

Desirable

- First Aid qualification
- Previous experience in a visitor attraction and our retail environment.