



JOB DESCRIPTION

- ROLE:** Retail & Admissions manager
- REPORTING TO:** General Manager
- SHIFT PATTERNS:** 40 hours per week over 5 days including at least 1 day at a weekend.

ROLE SUMMARY: Leading the businesses retail and admission facilities. Your prime focus will be to ensure that our Park Admissions operation is efficient and effective in welcoming our visitors to the park. You will lead our retail operation, developing a sales culture, whilst building, and inspiring a strong visitor-centric team. You'll be passionate about role modelling your customer service and selling skills, coaching, and inspiring your team through great leadership and adopting a proactive approach to visitor engagement. You'll also be proactive within the provision of an effective buying function for the shop, reviewing suppliers, trends and exploring retail opportunities.

Admissions & Guest Services Management

1. Take responsibility for the day-to-day delivery of the Pensthorpe admissions department and strategy;
2. To support the provision of a first class visitor experience, ensuring a warm welcome and well informed entrance experience to the park for each visitor;
3. Ensure the timely handling of all booking enquiries and queries via the main bookings phone line and email accounts, acting as the first responder to all visitor/potential contact;
4. Guide and manage the team to focus on delivering first-class customer service, whilst focussing on maximising membership, talks, events and experiences, products and services, as well as current conservation projects and wildlife sightings;
5. Coach and support the admissions team to build knowledge of the site and all available activities to provide an exceptional level of information and guidance to each visitor, and develop confidence to respond to visitor questions;
6. Ensure that all sections of the admissions, shop and viewing gallery are always presented to a high standard;
7. Maintain the accuracy of the till and back office systems by ensuring memberships are correctly recorded, taking account of data protections regulation;
8. Manage the renewal of memberships and working with colleagues to actively encourage the repeat purchase of memberships to the Park;
9. Ensuring that the park is ready to open for visitors each morning and checking the park for visitors at closing times.



10. Put all walks, talks and events online on our online booking system, and monitor and review attendance in conjunction with the Marketing & Events Manager

Retail Management

1. Lead the day-to-day operation of the Pensthorpe retail shop;
2. To support the provision of a first class customer service experience for visitors to the retail shop;
3. Ensure that any customer returns, write-offs, mark downs, price changes and supplier stock returns are administered according to company guidelines;
4. Be responsible for facilitating the annual stock take
5. Ensure waste, gp and other KPI's are constantly reviewed, adjusted and reported on, reacting to any trends or downturns in a timely fashion.

Buying & Merchandising

1. Lead on the identification and development of product ranges in line with our brand, our customer profile, utilising available information on buying habits and consumer buying patterns as well as keeping an eye on emerging customer and retail trends;
2. Use experience and knowledge, as well as listening to the team and customer feedback, to inspire and inform new product range ideas;
3. Plan the seasonality of product ranges and control stock levels based on sales plans, maintaining appropriate minimum stock levels, ordering in line with supply availability;
4. Propose product pricing to achieve appropriate profit margins using the pre-agreed departmental profit margin percentages. Utilise promotions and markdowns as necessary;
5. Use effective merchandising skills to present products and ranges to maximise customer interest and sales;
6. Analyse every aspect of bestsellers (for example, the bestselling price points, colours or styles) and ensure bestsellers reach their full potential;
7. Monitor slow sellers and take action to remerchandise to improve sales performance or consider promotions to move stock, whilst adjusting buying strategy and stock holdings accordingly.
8. Buy stock / oversee the buying of stock in line with Pensthorpe's overall retail strategy for certain areas of the shop, as required. Place orders and manage the order process effectively; liaise with



the finance manager to manage cashflow and invoice payment, ensuring stock is received, accounted, and signed for and correctly recorded using Back Office software

9. Build and encourage strong working relationships with suppliers whilst building contacts as potential new suppliers
10. Attend trade shows as required.
11. Ensure our till and booking system is updated and accurate at all times

Financial Management

1. Support the creation and review of Admissions and Retail budgets, forecasts, and other relevant financial matters, with the support of the Finance Manager and General Manager
2. Implement the required processes and systems for the provision of management information and reports.
3. Ensure that financial, cash handling, cashing up and banking procedures are strictly adhered to in relation to audit and security requirements.
4. Facilitate the banking and reconciliation of all site banking.
5. Proactively control staff costs and other costs in line with gross profit requirements and budget requirements in collaboration with the Operations Manager.
6. Ensure that retail and admissions staffing levels on a day-to-day basis are appropriately managed to keep staffing costs to an absolute minimum.
7. Be budget driven, reviewing cost and revenue lines, and adjusting and updating accordingly.

People Management

1. To be the primary point of contact for the admissions and retail team and be responsible for all matters relating to the welfare, motivation, achievement of best practice and development of this team;
2. Support the General Manager in the appointing of new employees as necessary, ensuring induction training, setting early objectives, and acting as a mentor, as appropriate for new team members;
3. To conduct annual appraisals for the team in conjunction with the General Manager, identifying areas for improvement, setting new targets, formulating, and delivering training plans to improve skills etc. Conduct regular reviews/follow-up mini appraisals accordingly;
4. Oversee the creation of rotas for the retail and admissions desks to ensure staffing levels always reflect the needs of the business, and are in line with budgets.



5. Monitor sickness, punctuality and general performance of team members and take necessary action where standards are not being met.

Visitors

1. Build a good rapport with visitors, helping them, discussing their views on the service provision, and generally meeting and greeting visitors;
2. Provide and promote a helpful, friendly and 'can do' service to all visitors;
3. Keep up to date with developments within the park.

Other

1. Any reasonable request made by the General Manager;
2. Attend external meetings or training courses as required.

Site Management

1. Be part of the duty management team on a rotational basis unlocking, and locking up and being the point of contact for the site on a rotational basis

Health & Safety / Environmental Health

1. Implement the legal obligation to maintain a safe working environment at all times
2. Follow the company's procedures, as described in the Health & Safety Policy
3. Report anything unsafe to general manager, and to report accidents, near misses.
4. Join the health and safety committee overseeing and contributing to the best working practices for the organization.
5. Implement and oversee appropriate risk assessments for the retail and admissions activities, along with coshh risk assessment, with support of the General Manager and Health and Safety support consultants.

Team

1. Show awareness of the needs of fellow team members and to show them courtesy.
2. Communicate effectively with others in the team
3. Work collaboratively with colleagues in order to meet the objectives of the business
4. Contribute to team meetings and put forward ideas and feedback in order to improve ways of working.



General

1. Attend work with a clean and smart appearance, wearing the appropriate attire
2. Undertake any other tasks that may be reasonably requested
3. Implement the policies and procedures set out in the Employment Handbook.

This job description reflects the present requirements of the position. The job description will be reviewed annually as part of the appraisal process. As duties and responsibilities change and develop, the job description will be subject to amendment in consultation with the employee.

Job Holder: **Date:**