

## Job Description

<b>Job Title:</b>	<b>Retail &amp; Admissions Manager</b>
<b>Location:</b>	Abbotsford, Melrose
<b>Reporting to:</b>	Commercial Manager
<b>Staff reporting:</b>	Visitor Services Supervisor, Visitor Services Assistants, Visitor Services Volunteers
<b>Status:</b>	Permanent, 28hrs to 35hrs per week including weekends
<b>Salary:</b>	Grade 5, £29,391 to £31,799 per annum (full time)

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### Employee Benefits

- Pension contributions matched up to 4% of salary
- Staff discounts in the shop, café, public events and self-catering bookings
- 33 days annual leave full time (pro rata part time)
- Free parking – enjoy free walks any time at Abbotsford

### Context

Abbotsford was designed and built by world famous author Sir Walter Scott as both his home and the location for his extensive collection of books and historical memorabilia. It was first opened to the public in 1833, five months after his death. After the death of his last descendent in residence in 2004, The Abbotsford Trust was created in 2007 to preserve, protect, and promote the house, and the life and works of Sir Walter, and inspire, inform and engage audiences. Abbotsford is considered to be one of the most important heritage sites in Scotland.

The Retail & Admissions Manager contributes to achieving the objectives of Abbotsford's Commercial Development Strategy, specifically taking responsibility for managing and developing our retail offer. They are responsible for Visitor Centre admissions sales and the visitor welcome, and support sales of Abbotsford's Friends charitable membership.

### Job Purpose

- To lead and oversee the retail operation in support of the Commercial Development Strategy
- To drive retail product development and innovation in pursuit of trading profit growth and Commercial Development Strategy objectives
- To lead and oversee the admissions sales experience, ensuring that admissions revenue, Gift Aid and Friends membership is maximised
- To foster productive teams, motivated and skilled individuals through excellent staff and volunteer management

### Scope and Accountability

The Retail & Admissions Manager reports directly to the Commercial Manager. They work closely with colleagues in all teams to ensure congruence between their own area of management and other parts of the charity. They are responsible for the following resources:

- Budgetary management for retail; purchases and sales
- Admissions, events, and Friends membership sales income
- Management of Visitor Services Supervisor, Visitor Services Assistants and Visitor Services Volunteers

## **Key Responsibilities**

### **Retail**

- Achieve Key Performance Indicator targets as set by the Commercial Development Strategy (ATV, SPH, GP and Conversion Rate)
- Provide regular reports to monitor and manage sales, profit margins and stock analysis for category groups and departments, reporting to the Trading Board when requested
- Lead on retail purchasing, including sourcing new stock and suppliers, to create product ranges to entice Abbotsford's audiences
- Promote Abbotsford's brand values in store through product visual merchandising and storytelling
- Manage and develop the EPOS system to ensure data is always accurate and is consistently being updated
- Ensure retail management systems and procedures are fully maintained and stock control systems meet audit requirements
- Adhering to the sale of alcohol legislation, being a Premises Manager

### **Staff & Volunteer Management**

- Manage and support Visitor Services staff and volunteers to be sales driven and proactively engage with all visitors to the Visitor Centre, displaying a positive and constructive approach to all areas of their work and towards colleagues
- Support the Visitor Services Supervisor in the carrying out of data processing and reporting, making best use of systems to provide accurate and timely analysis and reports when required
- Ensure an efficient working rota for staff and volunteers with cover at levels required to provide a high-quality visitor experience and a safe environment at all times
- Ensure learning and development initiatives and training plans are actively implemented and motivating staff members to consistently deliver to sales and service objectives
- Ensure all Trust policies and procedures are adhered to, including undertaking staff appraisals and regular staff meetings
- Support volunteers and integrate them into staff teams, liaising closely with the Volunteer Coordinator
- Assign responsibilities across the team, encouraging team members to proactively identify and resolve issues and opportunities
- Liaise with colleagues in other teams to ensure that staff and volunteers are fully informed of plans, initiatives, events, and exhibitions

### **Visitor Services**

- Manage Visitor Services Assistants and Volunteers, ensuring that admissions revenue, Gift Aid and Friends membership is maximised, repeat visits and recommendations encouraged, marketing data collected
- Lead on the management of the ticketing and admission systems to enhance the customer experience, maximise revenue and return visits, and support the marketing team
- Support colleagues in the planning and delivery of events, marketing and exhibitions
- Provide an excellent, friendly and professional customer service to all visitors and handle any complaints sensitively and efficiently, ensuring that a written record is kept
- Ensure that visitor services reflect the Trust's commitment to equality and diversity e.g. meeting disability needs, ensuring the team have a good understanding of cultural diversity

### **Operational Management**

- Work closely with the Finance & Admin Manager to ensure effective financial management of retail functions including contributing to budgets and managing within these, ensuring that any problems are quickly identified and addressed
- Work closely with the Finance & Admin Manager to ensure that management information systems are meeting business needs, are being operated accurately, and reports are produced regularly
- Act as Duty Manager on a rota basis on weekends throughout the year

### **Communications and Relationships**

- Develop and maintain collaborative and constructive working relationships with Abbotsford staff, volunteers, Trustees and representatives from the Faculty of Advocates

### **Person Specification**

#### **Knowledge and Experience**

##### Essential

- Experience of innovative product development, creating ranges to suit all audiences
- Experience of managing EPOS systems in a retail environment
- Experience of managing retail operations functions, including knowledge of how to increase retail profitability in line with brand values and customer service excellence.
- Experience of budgeting and financial management, including an excellent understanding of profit margins
- Excellent interpersonal skills, including ability to develop networks and partnerships, and negotiate with suppliers
- Management experience within a customer service environment
- Commitment to high quality customer relations

##### Desirable

- Knowledge of ticketing systems
- Knowledge of Gift Aid

#### **Skills and Abilities**

##### Essential

- Ability to inspire a team by promoting customer service excellence combined with a sales driven mentality
- Strong planning skills, including ability to manage complex staffing and volunteer rotas and to deliver to multiple priorities whilst retaining a thorough attention to detail
- Flexible approach to work and willingness to multi-task within a small organisation
- Strong customer service skills and ability to deal with a wide range of people and stakeholders
- IT literate and able to develop and maintain high quality management information as a bedrock to informed management and decision making

##### Desirable

- Good written communications skills that demonstrate attention to detail, and clear and concise report writing coupled with promotional skills
- Creative, analytical and evaluative skills, including an ability to contribute to the development and promotion of The Abbotsford Trust's visitor experience

**Personal Qualities**

- Strong interest in and commitment to The Abbotsford Trust's mission, vision and values
- Commitment to Equality and Diversity policy and practice and understanding of how these translate into own field and area of management
- Ability to work weekends, bank holidays and occasional evenings as required