

Job Description

Job title	Retail Manager
Line Manager	Venue Manager; Director of Venues
Line Reports	Guest Experience team
Key Relationships	Ticketing, Food and Beverage, Production Team, Retail, Contractors.

Job purpose

Retail Manager is responsible for a variety of duties including the managing overall store operations at The Paddington Bear Experience. Your focus every day will be on your customer journey by going out your way to ensure they are having their best possible start and end at the experience. Working alongside the Venue Manager, you will lead the team from the front on the shop floor, encouraging customer interaction, training, scheduling and evaluating employees operating within the retail outlets. Utilising team management skills to enable you to motivate, lead and inspire the front of house team.

To maximise revenue through stretching targets, add-on sales and developing commercial opportunities for the team and by working together to achieve these through the highest standards of customer service and presentation of retail product lines. Uphold store standards for visual merchandising and cleanliness.

To be responsible for monitoring inventory levels, ensure stock availability, stock ordering, stock count and reconciliation. Excellent organisation skills and the ability to multitask and prioritise effectively.

To support training sessions with all Venue staff regarding emergency procedures, general operational duties and all health and safety compliance.

This role provides strategic support to the Venue Manager, focussed on the development of the guest experience and income generation.

Main Responsibilities

Leadership and development

- Provide the effective leadership and motivation of the Guest Experience team working within the retail outlets to include guest service training and ongoing personal development.
- To proactively resolve any customer complaints or issues in a professional manner.
- To engage with Head Office departments to deliver improved services within the venue.
- Schedule your own duty management and venue rota through a clear rostering system.
- Manage the contracted hours, overtime, and the allocation of casual hours within delegated budgets and operational requirements.
- To develop and improve supplier stock lines within retail and decision making by researching new lines and new retail supplier accounts.
- Trial improved processes to initiate change and performance improvement and to share/ report back at weekly operational meetings.



Guest Experience

- Work with the Venue Manager and Director of Venues to continually develop guest service standards and update, refresh and help to upskill all guest-facing teams regularly in delivering these standards.
- To lead by example in delivering excellent standards of welcome, service and assistance, and ensure commercial opportunities are maximised.
- Work collaboratively across all departments to share feedback and evaluate the guest experience on a regular basis, suggest improvements and actions to resolve recurring issues.
- To ensure guest comments and feedback across all touch points are actioned and respond feedback through internal channels, provide reports and recommendations to the Venue Manager at operational meetings.

Commercial development

- Understand and drive all commercial targets across the attraction and deliver revenue targets through retail sales and cross-selling across departments.
- To assist the Venue Manager for the training of staff, presentation, and stock control within Retail.
- Ensure the team are skilled and confident in delivering commercial activity including use of ticketing and EPOS systems to sell tickets and manage booking amendments, sell retail and other commercial products.
- Maintain a flexible approach to new and developing commercial opportunities, work closely with the Operations Manager to identify and deliver new revenue streams and opportunities.

Health and Safety

- Support the Venue Manager in compiling, updating, and maintaining all Health and Safety, Fire and other Premises Management and Risk Management policies. To include compliance data gathering and weekly checks.
- Lead on the regular induction and reviews of these policies for all staff within the attraction and maintain all employees training documents.

Key Performance Indicators

- Achievement of income targets
- Maintaining budgets and staffing costs.
- Effectiveness of line management, staff morale and retention
- Guest review comments and scores
- Effectiveness of internal relationships and communications
- Success of individual projects across the Guest Experience journey
- Accuracy, relevance and timeliness of regular retail and budget reports

To apply, please email a copy of your CV and Cover Letter to chris.deakin@pathents.com.