

RETAIL LEADER

SUMMARY

To lead and coordinate the activities of the retail areas of the organisation ensuring products are appealing to the audience, are relevant to events and seasons and are displayed in an attractive and inviting manner to ensure that our customers truly see us as a provider of authentic, local and fantastic food and gifts that act as reason to visit in themselves.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Buying

1. To lead on buying activities across the business for both the food and gift sections
2. To maintain exceptional and productive relationships with all suppliers
3. To invest time to identify new suppliers and negotiate favourable terms and conditions
4. To review expenditure on stock and ensure it is within agreed amounts

Stock

1. To ensure that stock is ordered in a correct and timely manner to ensure that all produce and gifts reflect seasonal changes and events
2. To monitor stock holdings and ensure that they are within agreed levels
3. To undertake quarterly stock checks and investigate anomalies
4. To check goods in vs orders for accuracy

Environment

1. To maintain a clean, appealing and organised retail display area for food and gifts, ensuring that all products are displayed clearly, are accurately priced and signage is correct and up to date
2. To ensure that daily/weekly checklists are completed for the retail area in terms of cleanliness
3. To ensure that records are up to date for food items on sale
4. To undertake frequent retail area layout changes to maximise the sales potential
5. To ensure all staff are aware of the agreed standards and work towards implementing them daily
6. To ensure a safe and productive working environment is maintained at all times

Sales

1. To identify new sales opportunities and bring them in to the retail area swiftly
2. To identify appealing and appropriate promotions (alongside the play barn and restaurant) to ensure that offers are linked across the business
3. To drive incremental spend by motivating the team to look for and ask about add-on sales and up-sales
4. To develop creative and original ideas in the retail area to ensure that customers feel the wow factor when they visit the retail space
5. To ensure the team are trained and motivated to promote the full range of Pink Pig products and attractions
6. To ensure the team are knowledgeable about the products and attractions on offer including undertaking regular staff training activities
7. To monitor sales performance on a daily and weekly basis and identify trends and patterns to identify opportunities and problems quickly
8. To investigate and respond to any customer complaints or concerns quickly and ensure an exceptional level of service at all times

Finance

1. To analyse sales performance daily and weekly
2. To investigate sales income anomalies across the retail area
3. To ensure that stock is managed against budgets
4. To ensure that target margins are maintained and exceeded
5. To ensure that promotions remain profitable
6. To monitor and reduce wastage across the retail area to minimal levels
7. To identify aged and redundant stock items and ensure they are moved on efficiently and profitably

Team

1. Handling team performance issues
2. Undertaking regular appraisals
3. Undertaking effective recruitment activities and planning staff resources versus agreed budgets
4. Ensuring all staff members have well defined roles and contract with the organisation in a flexible and productive manner
5. Maintaining an accurate measure of overtime worked as well as monitoring working hours for all staff
6. To undertake regular team training in sales, products and customer service to drive service standards
7. To monitor customer feedback and set performance targets

OTHER SKILLS AND ABILITIES

1. Ability to interact positively with colleagues, and the public to promote a team effort and maintain a positive and professional approach
2. Ability to produce a high volume of work in a timely manner, which is accurate, complete, and of high quality
3. Ability to come to work regularly and on time, to follow directions, to take criticism, to get along with co-workers and supervisors, to treat co-workers, supervisors and members/guests with respect and courtesy, and to refrain from abusive, insubordinate and/or violent behaviour

LANGUAGE SKILLS

Ability to read, analyse, and interpret general business information and governmental regulations. Ability to write correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, suppliers, customers, and employees.

COMPUTER SKILLS

Working knowledge of various day-to-day computer software programs.

PERSONAL ATTRIBUTES

Experience

- Experience of managing a retail space that is a mix of food and gifts products
- Experience of leading a small team
- Experience of developing promotions, working to budgets, managing stock and managing finances

Knowledge

- Customer service standards
- Margin analysis
- Financial monitoring
- Developing promotions
- Managing seasonal events
- Retailing principles
- Health and safety at work
- Food hygiene regulations
- Principles of marketing and selling

Behaviours

- Detail conscious
- Flexible – willing to learn and work in all areas if needed
- Persuasive – articulate, diplomatic and influential
- Assertive – challenges when needed
- Socially confident – relationship builder
- Data rational – analytical, logical thinker
- Process orientated – follows rules and procedures
- Structured – planning ahead and meets deadlines
- Time management – organised on a day to day basis
- Tough minded – can handle criticism
- Optimistic – positive and solution focused
- Trusting – builds and gains trust quickly

- Competitive – desire to achieve
- Vigorous – enjoys a busy working day