

Retail Manager

The Postal Museum is one of the newest and most exciting museums in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children’s play space – Sorted! – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming.

Based: Central London– hybrid working and flexible hours.

Salary: £28 - £30k

Hours: 35 Hours per week

Contract: Permanent

Probation Period: 6-months

Reports to: Head of Operations & Commercial

Responsible for: Retail Buying & Operations Assistant and Host Retail Champion

PURPOSE OF THE JOB

Optimise revenue, spending, and profitability of The Postal Museum’s onsite and online retail offers. You will do this by:

- Driving sales.
- Developing buying, and promotional plans.
- Working with suppliers to develop products and deliver ranges that complement our collection, excite our audiences, and represent our brand.
- Working collaboratively with Marketing & Communications to promote onsite and online shops.
- Managing all elements of back of house retail that includes training and support for the front of house team to develop retail customer service and upselling.

PERSON SPECIFICATION EXPERIENCE

(Essential criteria)

- At least three years' experience in a retail management role, focussed on increasing revenue & profitability.
- Successful product sourcing and buying for a varied audience.
- Knowledge of product development to accompany seasons or exhibitions.
- Experience of stock management systems.
- Track record in generation and implementation of new ideas for improving business
- Experience in developing retail processes and procedures.
- Experience of financial management.
- Leadership and line-management experience.

(Desirable criteria)

- Development of online retail – use of google analytics, Shopify etc. or similar.
- Visual merchandising expertise.
- Publishing knowledge and experience
- Heritage/visitor attraction background.

SKILLS/KNOWLEDGE

- Strong ability to analyse data and produce reports to increase revenue and forecast budgets.
- Strong negotiation skills.
- Good written and verbal communication skills.
- Strong customer service skills.
- Highly organised and motivated leader, with an ability to prioritise a varied workload.
- Ability to build strong relationships with internal and external stakeholders.
- Ability to manage own workload.
- Excellent Microsoft office skills.

PERSON

- Commercially focussed and a passion for developing others to drive sales.
- Flexible, positive 'can do' attitude and ability to work on own initiative.
- Collaborative approach to generating ideas and solving problems.
- Thrives in a busy environment, takes a measured approach to changing priorities.

JOB DESCRIPTION

Key Responsibilities and Duties

BUYING

- Work collaboratively with TPM departments to use TPM brand, audiences and collections (including temporary exhibitions) as inspiration to source and develop a variety of merchandise suited to a varied audience.
- Use market/sector analysis and visitor data to inform buying decisions and opportunities for new stock.
- Develop relationships with suppliers to ensure product development, quality, value for money, and that reflect the museum's commitment to sustainability.

STOCK MANAGEMENT

- Manage the process for re-ordering stock to ensure demand is met.
- Ensure stock holding value and gross profit margins rest between agreed thresholds.
- Build and implement plans for selling obsolete lines.
- Lead on stock taking and work with colleagues to improve operational procedures to minimise shrinkage.
- Implement new processes and procedures for efficient/more automated stock control.

LEADERSHIP & MANAGEMENT

- Lead the Retail Buying & Operations Assistant, inspiring them to achieve high performance and develop their skills.
- Work collaboratively with the Visitor Experience Team to plan and deliver a retail training programme to build confidence and product knowledge, raise commercial awareness and increase revenue.
- Regularly produce reports to demonstrate retail performance against target and inform future retail decisions.
- Manage and control the retail budget, ensuring compliance with internal financial processes.
- Ensure products are presented on shop floor to a high standard and easy to navigate for visitors.
- Plan and implement an engaging programme of promotional activity for the retail offer, in collaboration with the Marketing and Communications department.
- Support the Head of Operations & Commercial to develop the museum's commercial strategy.
- As agreed with the line-manager, provide Duty Senior support to the Front of House team on days the museum is operational.

RETAIL ONLINE

- Proactively seek to develop e-commerce knowledge and experience to achieve TPM's online KPI's and increase income.
- Work with the Retail Buying & Operations Assistant to manage the online offer; up to date content, online display, fulfilment of orders etc.
- Work collaboratively with Marketing & Communications to analyse data to improve the customer experience and develop a marketing plan to promote the online offer.

WORKING CONDITIONS

Retail Manager will be expected to work flexibly and from the museum or remotely for 35 hours per week across weekdays and weekends. Post holders will be expected to be flexible to the reactive needs of The Postal Museum and expect their shift allocations to vary. Working hours and days will be agreed in advance with the line manager and are subject to change as required.

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The Museum is a 6-days a week operation and regularly holds events outside its core hours; flexibility to work across sites, weekends, during holiday periods and before/after public opening hours is therefore an essential requirement of this role.