



Job Description

Job Title:	Retail Supervisor
Reporting to:	Retail Operations Manager
Direct Reports:	None, but day to day supervision of Retail Assistants
Grade:	Technical and/or Team Supervisory
Team:	Retail Team
Group:	Visitor and Commercial Development

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum onsite, offsite and online and celebrate differences.
- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprises: Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

Supervising day to day retail operational activity and ensuring the provision of consistently high standards of customer care to actively support the strategic priorities of the Museum. The role will help to maximise the commercial return from the Museum's retail, commercial experiences and supporting operations and delivering an excellent visitor experience.

Key Role Responsibilities

- Supervise all operational retail staff and day to day retail activities.
- Provide high standards of customer care through pro-active and re-active engagement with visitors and ensure the Retail Team does likewise.
- Operate the commercial experiences, and the associated tills.
- Use all visitor interactions as an opportunity to promote additional income generation and to drive sales to maximise turnover.

- Regularly monitor the condition and cleanliness of front of house facilities, including retail display etc., taking corrective action and/or reporting issues as appropriate.
- Operate flexibly across a range of customer care roles.
- Promote and sell souvenir guidebooks, trails, Museum membership and other commercial products, as required.
- Discreetly and sensitively safeguard the security of visitors, staff, volunteers and Museum assets in accordance with instructions.
- Assist with the evacuation of visitors and museum colleagues in the event of an emergency in accordance with instructions.
- Collect visitor data including commercial experience usage data.
- Assist the delivery of commercial events and Museum public events activity.
- Ensure stock is prepared/moved and made available on the shop floor (i.e. priced, security tagged).
- Arrange and undertake the movement of stock from the stockrooms across the site.
- Assist with stock control when required including the counting of stock products to ensure accurate stock levels.
- Ensure all security and health and safety requirements are adhered to at all times.
- In the absence of the Retail Manager, plan and maintain staffing rosters, including daily/weekly organisation and location of staff.
- Assist with on-going staff training, including emergency response training.
- Ensure that all goods are processed through the EPOS system promptly and accurately.
- Ensure the Retail Team are informed of all communications that directly or indirectly affect them, and that the team are informed of the wider operation of the Museum. Ensure the team's feedback is passed on.
- In the absence of the Retail Manager, ensure that all aspects of stock control are managed accurately.
- Ensure that the shop is always fully replenished and any low stock levels are reported to goods-in or the buying team (whichever applicable).
- Accurately cash-up retail areas at the end of each day.
- Ensure accurate reporting of daily takings on relevant documents.
- With the guidance of the Retail Manager, develop and implement merchandising policies,

- ensuring that display standards are continually maintained.
- In the absence of the Retail Manager, ensure the efficient processing of all delivery invoices and associated paperwork within Museum guidelines to maximise supplier discount potential.
- In the absence of the Retail Manager, ensure that all takings are reconciled accurately and discrepancies investigated promptly within laid down guidelines.
- Assist the Retail Manager, through regular safe checks, to ensure that the shop has sufficient change and floats available depending on future trade.
- Ensure the shop opens on time and make all premises secure at close of business.
- In the absence of the Retail Manager, prepare money for bank collection and to counter sign banking sheets.
- Supervise the handling of cash in retail areas, ensuring takings are secure and forwarded to the relevant place.
- Assist the Retail Manager in ensuring the commercial experiences run safely, regularly and promptly.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You may be expected to travel to other sites, as and when the role requires it, including outside the UK.
- You will be expected to work regular weekends and bank holidays and occasionally early mornings and evenings.

Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

COMPETENCY	DETAILS
Essential technical competencies	<ul style="list-style-type: none"> • A willingness and ability to hold a First Aid qualification • Demonstrable experience/ ability to work in a sales orientated / customer focused environment. • Numerate with ability to undertake significant cash handling responsibilities • Appreciation of what constitutes great customer service. • Good level of computer literacy and IT skills including Microsoft Office software.
Communication & Engaging People	<ul style="list-style-type: none"> • Displays enthusiasm around activities, adopting a positive approach when interacting with others, and motivating team members. • Listens to, understands, respects and accepts different views, ideas and ways of working. • Expresses ideas and provides feedback in a timely and effective manner and with sensitivity and respect to others. • Gives credit and acknowledges contributions of individuals in team. Deals with team performance or behaviour, issues in a timely and suitable way. • Seeks effective ways of working with colleagues, team members and other stakeholders, sharing information, knowledge and experience.
Decision Making & Problem Solving	<ul style="list-style-type: none"> • Uses experience and knowledge of standard practices, procedures or customs to evaluate problems and make appropriate decisions/provide appropriate advice. • Is able to deal with unfamiliar situations or issues in an effective manner, understanding when a situation requires reference to a relevant individual. • Takes initiative to suggest improvement ideas, sharing with the appropriate people in a constructive manner. • Takes ownership of problems in their own area of responsibility.
Delivering Results	<ul style="list-style-type: none"> • Is able to organise own and others' activities to deliver to expected standards and targets, with operational responsibility for a particular area. • Shows determination to meet own objectives and priorities and supports team members in doing the same. • Considers and pre-empts situations that may require changes to own or, if applicable, team's priorities, and plans accordingly. • Remains positive and focused on achieving outcomes, despite setbacks.
Change, Adaptability & Flexibility	<ul style="list-style-type: none"> • Is receptive and/or pro-actively identifies and contributes to new ideas and approaches, and adapts accordingly. • Has the ability to handle conflicting priorities. • Ensures own or, if applicable, team, uncertainties around any proposed changes are promptly and constructively raised with the appropriate people/person. • Demonstrates an understanding of the need for change and adapts

	activities and approaches to successfully support the change.
Professional Excellence	<ul style="list-style-type: none"> • Demonstrates the appropriate level of technical and/or professional knowledge to fulfil the requirements of the role. • Demonstrates pro-activity in seeking opportunities to develop skills, knowledge and experience within own area. • Shows a willingness to take on new opportunities and activities to expand experience, skills and expertise.
Strategy & Leadership	<ul style="list-style-type: none"> • Understands the Museum's purpose, vision and strategic objectives, and how their own role, their team and other teams within the Museum, supports their achievement. • Positively influences and motivates others, building trust and co-operation within and between teams.

The following are desirable:

COMPETENCY	DETAILS
Additional competencies	<ul style="list-style-type: none"> • Understanding of compliance and duty of care responsibilities in relation to the operation of a busy visitor attraction. • Demonstrable experience in customer-focused environment. • Demonstrable supervisory experience. • Hold a first aid qualification.

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