

Job Description

Job Title: Design & Buying Executive

Reporting to: Head of Retail & Admissions

Direct reports: No direct reports, but will be expected to work with volunteers, as and when required.

Grade: Technical and/or Team Supervisory

Team: Retail & Admissions

Group: Visitor and Income 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 Income Development Group comprises: Retail and Admissions, Catering & Events, Communications & Marketing and Development. We 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

To support the delivery of the RAF Museum's retail strategy by assisting with buying, product development, stock management, design and e-commerce activities. The postholder will help maintain an engaging and commercially successful retail offer across the Museum's shops and online store, creating product artwork, labels, packaging and digital content while liaising with suppliers and internal stakeholders.

The role combines creativity with commercial awareness and provides an excellent opportunity to develop skills across retail buying, merchandising, design, stock control and e-commerce within a museum environment.

Key Role Responsibilities

1. Design and Creative Content

- Utilise design skills to support product development.
- Create product labels, packaging, point-of-sale materials and other retail assets using approved design software.
- Produce and edit high-quality product imagery for use across retail and e-commerce channels.
- Utilise AI-powered design and image-generation tools to create engaging product and promotional content.
- Ensure all artwork and content aligns with RAF Museum brand guidelines and quality standards.

2. Retail Buying and Product Development

- Support the development and sourcing of retail products that reflect the RAF Museum brand and visitor experience.
- Assist with the buying process, including supplier communication, quotations, sample management and product selection.
- Liaise with suppliers to coordinate product development, artwork approvals and delivery schedules.
- Maintain accurate product information, pricing and supplier records.
- Monitor product performance and assist with identifying opportunities to improve sales and profitability.

3. E-commerce

- Maintain product listings on the Museum's online shop, including product descriptions, specifications, pricing and images.
- Upload new products and update existing content to ensure information is accurate and engaging.
- Support the optimisation of online product presentation to maximise customer engagement and sales.
- Monitor online product availability and coordinate updates with the retail team.

4. Stock Control and Merchandising

- Assist with stock management activities, including monitoring stock levels and identifying replenishment requirements.
- Support the maintenance of accurate inventory records.
- Work with shop teams to ensure products are effectively merchandised and presented.
- Assist in analysing sales and stock data to support informed purchasing decisions.

5. Purchasing and Administration

- Raise purchase orders for retail products, shop equipment and consumables in accordance with Museum procedures.
- Support invoice reconciliation and maintain accurate purchasing records.
- Provide administrative support to the Retail & Admissions team as required.
- Prepare reports, spreadsheets and product information to support retail operations.

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 will be expected to travel to other sites, as and when the role requires it, including outside the UK.

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">• Experience using design software such as Adobe Photoshop, Adobe Illustrator, Canva or similar creative applications.• Ability to utilise AI-powered design and image-generation tools.• Ability to create and edit digital images, artwork, labels, packaging and promotional materials.• Experience using Microsoft Excel and other Microsoft Office applications.• Good numerical and analytical skills, with attention to detail when working with sales, stock and product data.• Experience working within a design, retail, buying, merchandising, e-commerce or product development environment.
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.• 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 activities to deliver to expected standards and targets.• 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

	<p>to own priorities, and plans accordingly.</p> <ul style="list-style-type: none"> • 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 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 and 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"> • An interest in the Museum or heritage sector. • Experience maintaining product information and content within a Shopify or a similar e-commerce platform • Experience creating print-ready artwork using Adobe InDesign and/or Adobe Illustrator. • Experience of product development, buying or merchandising. • Experience of visual merchandising within a retail environment. • Experience using Sage or similar purchasing/accounting systems. • Understanding of branding principles and brand compliance. • Interest in museums, heritage, aviation or cultural attractions. • Knowledge of stock control and inventory management systems. • Experience liaising with suppliers and coordinating multiple projects and deadlines.