Job Description

Job Title	**Retail Assistant**
Reporting to:	Retail Operations Manager
Direct Reports:	No direct reports, but will be expected to work with volunteers, as and when required.
Grade:	Service Delivery
Department/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:

- **IN**tegrity: we are open, transparent and ethical
- **S**haring: we work as a team to ensure our collections and expertise are accessible to all
- **P**assion: we care deeply about sharing our collections and their stories
- **I**nnovation: we tell our stories and develop our business with creativity and imagination
- **R**elevance: we ensure our legacy by linking our histories with today and tomorrow
- **E**xcellence: 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

Delivery of an exceptional visitor experience, providing consistently high standards of customer care whilst actively supporting the strategic priorities of the Museum, especially in relation to the delivery of our retail and other commercial activities.

Key Role Responsibilities

- Provide high standards of customer care through pro-active and re-active engagement with visitors.

- Operate commercial experiences, and associated tills.

- Maximise commercial experiences revenue by actively promoting the experiences and ensuring the they operate at the appropriate times.

- Quickly report any commercial experiences issues to the relevant people, including liaising directly with external contractors where appropriate.

- Ensure all security and health and safety requirements are adhered to at all times, including the completion and recording of daily and weekly checks.

- Operate flexibly across a range of customer care roles.
- Accurately cash-up and reconcile tills/EPOS system as required.
- Utilise all visitor interactions as an opportunity to promote additional income generation.
- Regularly monitor the condition and cleanliness of front of house facilities, including retail displays, taking corrective action and/or reporting issues as appropriate.
- Promote and sell souvenir guidebooks, trails, Museum membership and other commercial products as required.
- Discretely and sensitively safeguard the security of visitors, colleagues and Museum assets, responding to heightened incident measures as appropriate, in line with Museum policy and procedures.
- Assist with the effective evacuation of the Museum in the event of an emergency, in accordance with procedures.
- Collect visitor data including commercial experience usage data.
- Assist the delivery of commercial events and Museum public events activity.
- Assist getting stock ready to be put on shop floor (i.e. priced, security tagged) and then putting out on the shop floor.
- Move stock from the stockrooms across the site as required.
- Assist with and supporting e-commerce and back-office functions associated with the retail department.

Additional General Responsibilities

Relationships

- Ensure effective and positive 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 in relation to Health and Safety, Safeguarding and GDPR.
- 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.
- The post involves working weekdays, weekends, Bank Holidays and occasional, early mornings and evenings.
- You may 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 competencies	• Willingness and ability to hold a First Aid qualification.
Communication & Engaging People	• Is respectful to colleagues and visitors, asking appropriate questions, listening and appreciating others' viewpoints and acting in a professional and fair manner. • Is enthusiastic and confident in sharing knowledge and information with colleagues and/or visitors as appropriate. • Able to translate knowledge into stories that engage visitors, colleagues and/or stakeholders.
Decision Making & Problem Solving	• Uses knowledge and experience to deal effectively with problems and make appropriate decisions. • Understands when to refer to others or seek clarification, and acts accordingly. • Proactively provides solutions and improvements to current or new ways of working, in a constructive manner.
Delivering Results	• Proactively and positively contributes to the work of the whole team in a way that leads to the successful delivery of individuals and/or team targets, objectives and activities. • Works with energy and pace to get tasks done. • Maintains a consistently high performance. • Takes responsibility for the quality of own work.
Change, Adaptability & Flexibility	• Understands the need for flexibility in role activities and respond accordingly. • Understand and appreciates the requirements for change in order for the Museum to develop, adapt and remain agile and is open to the possibility of change and considers ways to implement and adapt to change in own role. • Proactively contributes to conversation about change.
Professional Excellence	• Displays a thorough understanding of their role requirements and demonstrate the skills necessary to carry out the role effectively. • Has the willingness to develop further skills to enhance contributions and adopt to changing requirements. • Identifies own strengths and weakness and learn from mistakes to improve performance. • Able to identify own strengths and weakness and demonstrable experience of learning from mistakes to improve performance.
Strategy & Leadership	• Understands the Museum's purpose, vision and strategic objectives, and how their role and other roles within the team support their achievement. • Takes ownership and accountability for own behaviour, actions and outcomes and recognises the impact these have on other individuals, the team and/or the Museum.

The following are desirable:

COMPETENCY	DETAILS
Additional desirable competencies	• Demonstrable experience in customer-focused environment. • A good level of general education. • Commercial acumen. • Good level of computer literacy and IT skills including Microsoft Office software. • Up to date First Aid qualification.

Date modified: 03/11/2026 Created by: Lewis Shelley Approved by: Kam Sandhu-Patel