

LEEDS CASTLE

DESIGNED TO ENTERTAIN & AMAZE

RETAIL & ADMISSIONS MANAGER

Role Profile & Job Description



LEEDS CASTLE

JOB DESCRIPTION

JOB TITLE:	<i>Retail & Admissions Manager</i>
REPORTS TO:	<i>Commercial Operations Director</i>
RESPONSIBLE FOR:	<i>Direct reports: Assistant Retail & Admissions Manager, two Retail & Admissions Supervisors and a Retail Stockroom Supervisor.</i> <i>Responsibility for leadership of wider Retail & Admissions team</i>
DEPARTMENT:	<i>Retail & Admissions</i>

LOCATION	Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.
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PURPOSE	To lead, inspire and motivate your team to provide the highest level of customer service whilst ensuring optimum profitability of the retail and admissions businesses through the achievement of budgeted sales and KPIs. Promoting the value and need to think commercially for the benefit of the Foundation.
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KEY TASKS

- To lead, inspire and motivate the Retail & Admissions Team to optimise profitability across the retail and ticketing businesses encouraging them to achieve and exceed budgeted gross profit targets and wider commercial KPIs linked to both retail and admissions.
- To ensure your team provides the highest standards of customer care at all times by responding quickly and flexibly to our visitors' needs, acting as a point of escalation for visitor feedback in support of your team.
- To analyse trends, looking at sales and margin performance against previous years and budget, creating action plans to address underperformance, delegating responsibilities to your leadership team as required.
- To champion a commercially driven environment, supporting the team to achieve KPIs linked to data collection, Gift Aid and upselling.

- To monitor stock levels to ensure the optimum sales mix.
- To ensure that all staff have full knowledge of products and are familiar with related merchandise in other departments, through the organisation of product training where necessary.
- To optimise the profitable utilisation of space by display and layout of merchandise within the allocated area.
- To be aware of all aspects of the performance of the department with special reference to basic stock ranging, supplier problems, quality control, competitive action and all other merchandise related issues.
- To lead on buying, including the development of product ranges reflecting long term and seasonal themes, both off the shelf and bespoke in line with Spirit of Place.
- To monitor the performance of all lines of merchandise within the shops paying particular attention to those that are fast or slow and taking required action.
- To develop the online shop and licensing opportunities
- To lead on the visual merchandising of each of the retail spaces, ensuring high standards of housekeeping and appearance is maintained within the department at all times.
- To assist in the management of staff within the shops arranging meal breaks, days off and holidays, ensuring that there is adequate cover in all shops at all times.
- To plan the training and development of staff to their optimum capability.
- To be aware of the need for security in the shops, thereby minimising stock and till shortages.

CORE ACCOUNTABILITIES

- Sales and profitability of the retail and admission spaces
- Organise and effectively utilise staff, motivating them to achieve the required standards and deliver commercial target
- Monitor the performance of staff and identify appropriate training needs.
- Create the right environment to ensure team and individual development takes place.
- Follow Company regulations in Health & Safety and maintain a safe working environment.
- To ensure personal standards of presentation, performance and attendance beyond reproach at all times.

SKILLS, KNOWLEDGE, EXPERIENCE

- At least 5 years' experience of running a busy retail operation.
- In depth knowledge of good practice in retail buying, merchandising, sales techniques.
- At least 3 years' experience of leading, inspiring and performance managing a sales team.
- Commercially minded, able to analyse data and come up with practical action plans.
- Organised, able to juggle multiple priorities.
- Strong customer service experience and ethic, able to deal effectively with difficult situations.
- A good team player and strong advocate for the business.

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

VISION	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
VALUES:	WELCOMING: Everyone is treated as a valued guest
	BEHAVIOUR: We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	SURPRISING: We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	BEHAVIOUR: We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	ENDURING: As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	BEHAVIOUR: We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
	NURTURING: We continue the estate tradition of looking after our people & communities.
	BEHAVIOUR: We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required.

I have read and understood the above Job Description.

Signed Date