

Norwich Heritage Economic and Regeneration Trust



JOB DESCRIPTION

Post Title: RETAIL BUSINESS MANAGER OF THE MUSTARD SHOP

Salary: £19,000 - 20,000 per annum plus performance bonus

Term of Contract: Permanent

Date Prepared: August 2009

JOB PURPOSE:

To deliver and develop the Mustard Shop retail and museum product with the purpose of securing an economically sustainable business unit in the context of the mission as outlined in the Business Plan.

KEY RESPONSIBILITIES:

To manage the day to day operation of the Mustard Shop

To develop the product range and pursue new opportunities for the Shop to achieve maximum profit and a high quality offer

To participate and contribute to the strategic development of the business, including development of a business plan to maximise opportunities and performance

SUPERVISION:

Reporting to HEART's Projects Manager and its Chief Executive. Close liaison with HEART's Communications Manager on all PR and promotional issues.

ACTIVITIES OF POST:

Retailing - Shop

1. To research, maintain and refresh the merchandising offer for the shop, retaining brand and merchandising values, while seeking to secure operational viability and

deliver effective promotion of the Colman heritage specifically and area's industrial heritage generally.

2. To ensure an effective stocking strategy, based on 'just in time' principles, to ensure that sufficient stock is planned for and available to meet predicted demand while avoiding the inefficient use of constrained floor space.
3. To develop a programme of periodic promotions to refresh the 'offer' and attract a new and expanding customer base.

Retailing – Other

4. To develop and review an effective Internet retailing operation for the Shop, to service this operation and to monitor and refresh performance.
5. To investigate the potential for corporate merchandising of gift packs to companies, hotels and educational bodies to service this operation and to monitor and refresh performance.
6. To research and develop other merchandising opportunities beyond normal 'over the counter' retailing.

Museum

7. To assess how the museum element of the operation can be developed to give greater prominence to the Colman legacy and area's industrial heritage.
8. To develop ideas for income streams for the museum elements including voluntary donations, gift aid and charging.
9. To develop engagement strategies with local bodies and institutions to promote learning and leisure activity.

Control

10. To research and deliver the provision of a suitable stock control/cash handling/budgeting system for use within the shop and to maintain its operation providing regular financial reports to the HEART Projects Manager.
11. To produce yearly retail strategies with an aim in increasing revenues and profits whilst retaining tight controls on stock holding.
12. To produce monthly statistical analysis based on Spend per Head, Total revenues, Cost of Sales, general performance on sales lines.
13. To perform stock counts on products as required.
14. To be responsible for the administration of deliveries ensuring that all details are in accordance with the purchase orders.

Customer care

15. To ensure that all retail purchases and transactions are performed quickly and effectively ensuring the security of cash under your responsibility at all times.
16. To maintain high levels of customer care and contribute to improving services for customers, including the use of data capture to reach informed decisions and track potential future customers.
17. To seek to achieve a high standard of customer satisfaction at all times by soliciting customer feedback, dealing with complaints, comments and other communications in person or via the telephone, email and letter and ensuring that the presentation of the museum and shop is immaculate during opening hours.

Staff management and relationships

18. To foster and maintain appropriate staffing levels, including the operation of staffing rotas, recruitment of front line staff, including part time staff and cover, engagement of volunteers and maintain positive and professional relationships with staff.
19. To carry out appraisals regularly, assessing training requirements and subsequently sourcing the appropriate training either externally or internally while mentoring and supporting staff on an ongoing basis.
20. To motivate all staff on an on-going basis.

Health and Safety

21. To demonstrate a full working knowledge of Health and Safety and Emergency regulations.
22. To ensure that all areas conform at all times to the appropriate standards required by Health and Safety.

Other responsibilities

23. To carry out any other reasonable task as may be requested from time to time by HEART.
24. To promote and implement HEART's corporate strategies, policies and practices in relation to employment and services.
25. To comply with HEART's health and safety policy.
26. In line with HEART's ethos of developing a flexible and multi-skilled work force, to engage in any other duties necessary to facilitate the delivery of the Business Plan and the activities of the Trust.