

Isle of Wight Zoo Home of The Wildheart Trust

Retail Manager

An exciting opportunity for an experienced, confident and hands-on Retail Manager who will have the drive and determination to create an outstanding retail department while continuing to ensure our guests feel welcomed and cared for.

Your role will be to ensure the high standard of the Trust's visitor experience is sustained and to grow the business further. You will work in partnership with senior managers and staff across the organisation to ensure the smooth running of our admissions and retail function and the visitor attraction as a whole.

Responsible to: CEO

Responsible for: Suppliers, a small staff, volunteers and liaising effectively with colleagues

Salary: Negotiable depending on experience

Hours: Full-time (40 hrs), may include some weekends . Some evening hours are required for a few events each year.

About the Isle of Wight Zoo – Home of The Wildheart Trust

The IOW Zoo has recently become a charity ('The Wildheart Trust') following many years under private ownership. It is the Island's original zoo and is well-loved by the local community and widely visited by residents as well as tourists. Our mission is to inspire and empower people to take positive action to protect our planet and the animals we share it with. We specialise in providing lifelong refuge to rescued big cats. The zoo is nestled within an Napoleonic fort in the picturesque Sandown Bay. The zoo's shop is connected to our zoo café and can be visited by non-zoo customers. We pride ourselves on the intimate and friendly feel of our visitor experience and the emphasis we place on caring for each animal as an individual.

Purpose and objectives:

To promote the mission of the Trust and achieve the Trust's aims which include being a flourishing charity which connects people to wildlife and the environment. Work to increase revenue from all areas of our Retail function while supporting the ethos of the charity.

Lead the Trust's Admissions & Retail function, ensuring that operations run smoothly and realising the full potential for the Trust Shop and associated income streams.

Work to transform the Trust Shop into a central part of the zoo visitor experience while also establishing it as the 'go to' IOW retail outlet for animal and wildlife themed

Develop and manage the various retail schemes including animal adoptions, animal experiences and memberships

Main duties and responsibilities:

- Ensure the Admissions & Trust Shop team provide exceptional customer service and a warm visitor welcome at all times with professionalism and respect
- Oversee all aspects of the day-to-day operations, ensuring all staff, systems and processes are operating smoothly and health and safety protocols are adhered to
- Manage the Admissions and Trust shop team providing training and support as required

- Develop the Trust Shop team in line with the overall culture of the Trust as a 'one team' organisation, participating as a member of the Management Team and working closely with colleagues across the site
- Take pride in appearance of the staff and premises, maintaining an attractive environment with faultless housekeeping standards
- Achieve or exceed sales, profitability and other key performance indicator targets
- Assess and review retail activities and develop retail plans to grow the business delivering year-on-year growth in sales and bottom line contribution
- Uplift and expand product offering to cater for all budgets and maximize the potential to showcase products aligned to the Trust's conservation and animal welfare aims
- Ensure that the Trust Shop becomes an integral part of the visitor experience where people feel comfortable and taken care of and their feedback is sought and valued
- Maintain extensive knowledge of the Trust's products in order to provide customers with information, motivating sales and donations in an appropriate manner that reinforces the Trust's positive image and is perceived as helpful rather than pushy
- Review and develop retail schemes and ensure the smooth delivery of these areas
- Contribute to the wider priorities of the Trust, including mobilizing support for appeals or campaigns
- Manage stock control to ensure appropriate levels are maintained
- Ensure finances and cash are managed in accordance with audit and security requirements and good practice
- Stay abreast with, deploy and master technology
- Attend trade shows, conferences, seminars and exhibitions as required
- Any other duties which are relevant to the role

PERSON SPECIFICATION

Essential Experience and Qualifications:

- Substantial retail management experience working in a similar retail operation, preferably in a gift shop or visitor attraction; a proven track record of success in growing sales and delivering targets and KPI's for a retail business
- Understanding of merchandising principles, including sourcing stock, selecting suppliers, negotiating prices, visual merchandising and displays, and managing stock levels to suit the seasons
- Resilient, positive and committed to delivering a consistently high standard of customer service through effective staff management and leading by example. Able to respond to customer feedback and constructively resolve any problems
- Financial acumen for developing budgets and plans and monitoring results
- Awareness of and experience with Gift Aid desirable
- Professional appearance and impression, excellent written and verbal communication and ambassadorial skills at all levels and across all forms with a passion for the cause
- Strong organisational and multitasking skills and ability to cope with competing demands
- Management and team leading skills, preferably including volunteers as well as staff, with natural flair for influencing and motivating people on all levels
- Initiative to cope with the unexpected and willingness to be a hands-on member of the retail team
- Excellent IT and technical skills including EPOS, online sales, Word, PowerPoint, and Excel
- Experience of analysing and interpreting financial data in a retail environment
- Integrity and trustworthiness. Able to prioritise security without compromising customer care
- Working knowledge of Equal Opportunities and Diversity practise
- Working knowledge of Employment Law

APPLICATION

Complete the application form and send, together with a CV and covering letter, to charlotte@isleofwightzoo.com or by post to CEO, Isle of Wight Zoo, Sandown, Isle of Wight, PO36 8QB

Please Note: successful candidates may be subject to a DBS (Disclosure and Barring Service, formerly CRB) check and references.

Closing date: Friday 16th March 2018