

## **JOB DESCRIPTION**

### **Director of Buying and Retail Sales**

#### **KEY PURPOSE OF JOB**

To optimise the performance of the buying and retail sales functions thereby maximising profitability and customer service whilst enhancing the reputation of the British Museum.

#### **KEY RESPONSIBILITIES**

1. With the Managing Director, develop and implement the museum's product development, procurement and retail sales strategies.
2. Prepare and agree the annual Budget and five year plan.
3. Ensure that the requisite structures, systems and procedures are in place to implement the agreed strategies.
4. To manage, develop and care for the Buying and Retail Sales teams.
5. Manage supplier relationships to ensure high service levels and optimum terms and conditions.
6. Ensure that existing ranges of merchandise are procured efficiently, maximise sales and profitability and are aligned with the collections and activities of the museum.
7. Complete the development and efficiently procure new products to maximise sales and profitability and ensuring that they are aligned with the collections and activities of the museum.
8. Maintain a strong presence in the shops, leading by example to ensure that customers receive the highest standards of customer service and sales expertise at all times.
9. Ensure retail spaces are presented and merchandised to a high standard at all times to maximise sales.
10. Developing a sales and promotional programme that maximises sales opportunities with exhibitions, museum activities and customer seasonality.
11. Work with HR to ensure that recruitment is timely, of the defined calibre and functional training programmes are in place.
12. Representing the retail function across the museum; understanding museum programmes and activities and identifying retail sales opportunities

#### **KEY ACCOUNTABILITIES**

1. Meet annual sales and profit targets within agreed Budget levels.
2. Meeting key performance indicators including customer service, sales per visitor, margins, product time to market, stock control, stock turns and shrinkage.
3. Ensuring the Retail Buying operation procure products of appropriate quality, are supplied at best terms to the museum, that stock is at optimum levels and write offs are minimised.
4. Ensuring the Retail Sales operation maximises sales, has agreed merchandise and promotion plans, optimum staff levels and that staff are properly trained.
5. Creating a strong customer service focus across the retail sales function and ensuring that the customer is central to all activities and decisions.
6. Working with stakeholders, make recommendations for ranges to support exhibition and gallery openings.
7. Ensuring that the e-commerce operation has suitable product developed and available for supply.
8. Ensure all product sold meets relevant regulations and trading standards and that customers or the museum's reputation is not put at risk.

#### **FUNCTIONAL SKILLS**

1. Experience of managing a large Buying function. This includes developing product from concept to market from a wide supplier base. Specific skills required in management of trading margin, maximising financial yields and supply chain management.
2. Experience of managing a complex shop floor operation. This includes managing multiple retail units, seasonality of demand and an international customer base.
3. Significant senior retail experience which has included development of strategic plans and change management.
4. Strong numeracy skills ranging from interpretation of retail data to management accounts and budgeting.

#### **PERSONAL SKILLS**

1. A leader who can inspire a large and diverse team in a dynamic environment.
2. Ability to identify areas of change, recommend future actions and manage implementation.
3. Authority and flexibility in co-ordinating and influencing activities across a complex organisation with diverse agendas.
4. Project management skills with an ability to see things through to completion in a challenging environment.
5. A strong commitment to align the business operation with the customers needs.
6. A positive, can do approach, one that wants to test new things and seeks continual improvement.
7. Ability to balance the needs of commercial performance with the ethos of the organisation.

#### **JOB REQUIREMENTS**

1. As weekend and evening trading is essential to the business, flexible hours and frequent evening and weekend work are required.
2. The post will involve international travel from time to time to attend retail trade fairs, observe best practice and develop positive relationships with peer organisations.

**Appointment:** Appointments are subject to satisfactory references. Also offers of employment are made subject to the conditions that security check will be made by The British Museum and that this will include a search of the National Criminal Records by the police.

**Hours:** A 35 hour week, from Monday to Friday, with 1 hour lunch break