



**JOB DESCRIPTION**

**1. JOB DETAILS**

Job Title:	Retail Operations Manager NMSI
Reports to:	Head of Commercial Development B2C
Date:	April 2011

**2. JOB PURPOSE**

To effectively manage retail operations across all NMSI sites and brands, including ecommerce fulfilment operations, to maximise sales and profitability.

To lead and inspire the Retail Managers to deliver consistently high standard of customer service and maximise business development opportunities.

**3. DIMENSIONS**

FINANCIAL

To aim to exceed budgeted sales and profit across all retail shops by maximising aggregate spend and profit per head.

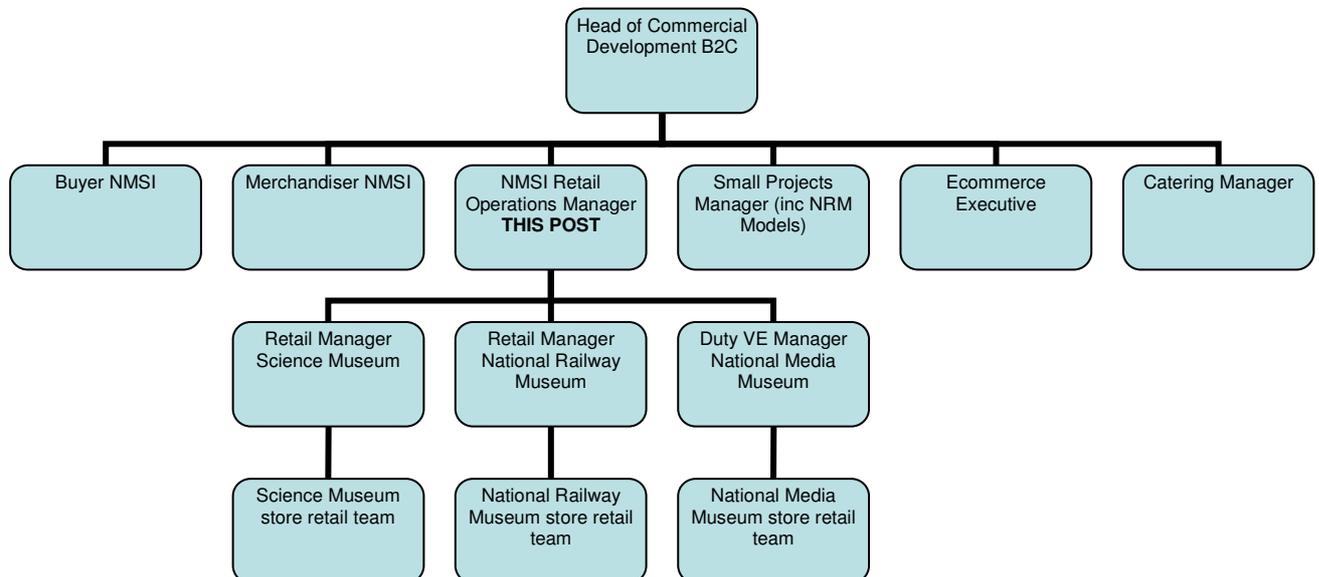
STAFF

To manage, develop and motivate the Retail Managers and set sales performance standards for the Sales Teams including up selling.

VISUAL MERCHANDISING

To ensure standards are maintained that reflect the national and international standing of the museums and promote sales growth.

**4. ORGANISATIONAL CHART**



## **5. WORK EXPERIENCE, SKILLS, KNOWLEDGE & BEHAVIOURS**

### **5.1 Work Experience**

- A proven track record in retail management
- Experience of managing multi site operations
- Experience of creating a sales culture and driving sales
- Demonstrable experience of recruiting and managing teams, including performance management and career development
- Experience of working with P&L accounts, budgeting and forecasting
- Experience of translating vision/broad strategies into specific targets and tasks.

### **5.2 Skills and Knowledge**

- Understands team members and how to get the best from them, setting clear objectives and expectations and ensures staff members understand their responsibilities.
- Delegates effectively – empowering and supporting staff to solve problems and take decisions autonomously.
- Commercially astute, Identifies and exploits commercial opportunities, uses initiative
- motivated and self aware
- Effective Communicator, both oral and written
- Excellent time manager and ability to prioritise
- Computer literate with excellent attention to detail

### **5.3 Behaviours**

- Builds good working relationship with senior management, colleagues and staff
- Confident decision maker
- Anticipates/recognises changes in circumstances or recurring problems promptly and adjusts work arrangements accordingly.
- Clearly agrees what is expected of others and holds them to account. Does not do others' jobs.
- Takes fact-based decisions, if necessary in uncertain situations or based on incomplete information.
- Shows sensitivity to stakeholders' needs and interests and manages these effectively. Involves stakeholders on a timely basis.
- Constantly seeks to improve own performance.

## 6. KEY RESULT AREAS

- To effectively manage the performance and development of store managers to drive and maximise sales performance across all sites, coaching direct reports to reach their potential
- Represent and reinforce the strategy and brand through maintaining the highest of standards in Visual Merchandising and Customer service.
- Build excellent relationships with other key stakeholders in the business.
- Direct ecommerce fulfilment operations to ensure delivery and customer service standards are met within budget.
- Identify, plan and implement business development opportunities.
- Deliver on KPIs and meet budgeted sales and profit targets
- Ensure all stores adhere to compliance requirements in all areas of operational activity, company policies and procedures
- Setting of and managing of standards across all areas of responsibility
- Any other duties as identified by the Head of Commercial Development B2C

**MANDATORY KEY RESULT AREA FOR MANAGERS:** Take care of your personal health and safety and that of others and report any health and safety concerns. Undertake risk assessments and implement safe systems of work.

## 7. COMMUNICATIONS AND WORKING RELATIONSHIPS

### INTERNAL

- Buying & Merchandising teams for the delivery of targeted products in volumes to meet the sales plans.
- Ecommerce Executive & Models Executive to identify planned sales volumes and fulfilment services required.
- Visitor Experience teams in the delivery of World Class Service.
- Museum Directors and their teams

### EXTERNAL

- Contracted partners (eg third party fulfilment services)
- Store Designers, fabricators and graphics specialists.

## 8. SCOPE FOR IMPACT

Enhance the visitor experience through high standards of delivery of products  
Promote and enhance each museum's brand through the operation of exemplary on site and virtual stores.

Deliver sales and profits that meet or exceed budgets and forecasts.

**Please note:** This job description is not exhaustive and amendments and additions may be required in line with future changes in policy, regulation or organisational requirements, it will be reviewed on a regular basis.