

RETAIL OFFICER (THE BOX)



PLYMOUTH
CITY COUNCIL

Role Profile

Title	Retail Officer (The Box)	
Grade	GRADE F	
Reference:	N630	
Reports to:	Commercial Manager	
Work style Definition	Office based hot-desk/touch down worker	
Job Type:	Professional	
Primary purpose of role	Responsible for the retail areas, implementing the product and buying strategy that positions retail as an integral part of The Box, with responsibility for selling a wide and very high value of equipment/stocks/supplies, as selected by a freelance Buyer and Product Development Operator.	
Key accountabilities and key measures	<p>Role outcomes</p> <ul style="list-style-type: none"> ▪ Create and maintain imaginative product, book offer and brand concept displays (10%). ▪ Achieve an income generating profit in each of the retail sales channels, including Ecommerce, in association with the Commercial Development Officer, the Sales and Information Team Leader and the Commerce and Events Assistant (30%). ▪ Responsible for the sales of a range of bespoke and distinct products inspired by the brand and collections (15%). ▪ Responsible for the security strategy for the shop, implemented by the Sales and Information and Visitor Services teams (10%) ▪ Establish seasonal sales planning and budgets by product category, working closely with the Buyer and with management and finance to confirm budgets (10%). ▪ Validate purchasing and product development strategy via customer sales data, re-ordering stock when necessary (15%). 	<p>Role measures</p> <ul style="list-style-type: none"> ▪ Achieve retail income targets of £300k a year as stated in the business plan. ▪ Attract new customers. ▪ Keep within the agreed stock purchasing budget. ▪ Accurate weekly, monthly and annual sales reports. ▪ Completion of tasks and duties in compliance with all legal standards – e.g. procurement. ▪ Customer surveys reflect high levels of satisfaction. ▪ Staff and volunteers become actively engaged with helping to develop the retail offer. ▪ Retail concept is easily understood. ▪ Staff appraisals

	<ul style="list-style-type: none"> ▪ Ensure the retail concept and merchandising plans are maintained and understood by staff and volunteers (10%). 	
Key activities	<ul style="list-style-type: none"> ▪ Create and maintain imaginative displays with an eye for detail (20%). ▪ Devise and implement the security strategy for the shop, implemented with assistance from the Sales and Information and the Visitor Services teams (15%) ▪ Ensure the retail concept and merchandising plans are maintained and understood by staff and volunteers (10%). ▪ Gathering inspiration about product innovation (10%). ▪ Liaising with the freelance Buyer to alter purchasing strategy when necessary (10%) ▪ Managing inventory across channels, including setting safety stock levels and monitoring the replenishment strategy (15%). ▪ Monitoring budgets and income (c£300k pa), reporting to senior management as required (20%). ▪ Carry out other duties appropriate to the grade of the post and that support the Box's overall objectives, including being the duty manager as part of a rotating team 	
Essential qualifications/knowledge	<ul style="list-style-type: none"> ▪ Degree in retail management or similar. ▪ Knowledge of buying, product development and supply chain management. ▪ Understanding of current retail trends (high street and cultural). 	
Desirable qualifications/knowledge	<ul style="list-style-type: none"> ▪ Awareness of local authority rules and regulations – e.g. procurement. 	
Essential experience	<ul style="list-style-type: none"> ▪ Demonstrable experience of working as part of a public-facing retail team. ▪ Demonstrable experience of setting, monitoring and managing budgets. ▪ Demonstrable experience of achieving a profit. 	
Desirable experience	<ul style="list-style-type: none"> ▪ Significant experience of buying and product development 	
Essential skills	<ul style="list-style-type: none"> ▪ Budget and stock management ▪ Customer service ▪ Sales data analysis ▪ Report writing and keyboard skills ▪ Commercial awareness, and ability to maintain confidentiality on commercially sensitive information ▪ Highly organised, with the ability to manage and plan the delivery of sales/merchandising/products up to a year in advance ▪ Highly developed diplomacy, negotiation, persuasive communication skills 	

- Adaptability and a willingness to work with others, but also ability to work autonomously
- Team player, able to work flexibly and positively with others
- A can-do attitude, with the ability to find solutions to problems
- Ability to promote positively The Box's vision, values, aims and objectives.

Corporate standards

- In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.
- Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.
- Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.
- Undertake all duties with due regard to the corporate equalities policy and relevant legislation.