



<b>1. Job Title</b>	Retail Manager	<b>2. Job Description Date</b>	December 2023
<b>3. Department/Team</b>	Public Engagement	<b>4. Reports to</b>	Head of Audience Engagement
<b>5. Context</b>			
<p>The Royal Hospital Chelsea is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for some 300 retired soldiers, known as In-Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p> <p>The role holder is expected to lead by example in demonstrating the Royal Hospital Values:</p> <ul style="list-style-type: none"> <li>• Nurture Belonging – unite through comradeship.</li> <li>• Respect Individuals – listen and act.</li> <li>• Encourage Pride – commit to high standards.</li> <li>• Enjoy Life – make people smile.</li> </ul> <p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital’s Strategy and Vision.</p>			
<b>6. Role Purpose:</b>			
<p>RHC is a listed heritage site that encapsulates magnificent buildings designed by Sir Christopher Wren and Sir John Soane as well as 66 acres of grounds. Home to the iconic veteran community known as the ‘Chelsea Pensioners’ since 1692, RHC is a unique working historic building with a wealth of socio-military, natural and architectural heritage.</p> <p>The Audience Engagement team oversees RHC’s public programmes, retail, community engagement, volunteering, visitor services and marketing, interpretation, formal learning and education work, as well as acts as the organisational lead for the Chelsea History Festival, which was established in 2019 in conjunction with the National Army Museum and Chelsea Physic Garden. Audience Engagement sits within the Public Engagement department, which also incorporates PR and communications, public affairs and fundraising.</p> <p>RHC secured a £3.2million grant from the National Lottery Heritage Fund in autumn 2022 to restore and adapt the Grade II* Stable Yard, designed by Sir John Soane, into a Visitor, Outreach and Heritage Centre (Soane Stable Yard, SSY). This will provide an improved visitor welcome and relocate all the public facing facilities to the Chelsea Gate entrance of the site. Within the Centre there will be a café, new shop and RHC Post Office, free exhibitions and an outreach space.</p> <p>The Business Plan anticipates c. 31,000 to 36,000 visits to the site each year. Alongside the public offer, the project has an ambitious Activity Plan, which will be delivered by the Community Engagement &amp; Outreach Manager. There is a Volunteer &amp; Work Experience Coordinator who will work with the team to build a corps of volunteers to support the new visitor offer. A Visitor Experience &amp; Public Programmes Manager will curate and manage a wide-ranging public programme for target audiences. This includes the Chelsea Pensioner tours, the Chelsea History Festival and a new suite of specialised lectures and calendar events. The retail offer is supported by permanent staff, In Pensioners and volunteers.</p> <p>The purpose of this role is to be responsible for the day to day running of the Soane Stableyard shop, Post</p>			



Office counter and online shop. The role encompasses driving high levels of customer service, sales and visual merchandising, team management, inventory management, product sourcing and development and management of the online shop. The post-holder will be required to work closely with the new Audience Engagement team and Retail Consultants.

This is a permanent full-time role (41 hours per week including lunch breaks) on a 5 over 7 day basis which will require regular weekend and some evening working (time off in lieu will be given for the shop opening outside of regular working hours).

The Retail Manager reports to the Head of Visitor Experience and has direct line management responsibility for the Post Office & Shop Supervisor, Sales Assistant and oversees In Pensioners and Volunteers supporting the running of the shop.

## 7. Principal Accountabilities: 8-10 outcomes

### Principal Tasks

- Ensure the shop and Post Office counter are sufficiently staffed during all opening times with support from In Pensioners and Volunteers. Personally provide cover when required.
- Be responsible for the supervision and training of shop staff, In Pensioners and volunteers to ensure consistency of approach in delivering high standards of customer service.
- Ensure the team is fully trained on operational procedures for using the EPOS till for retail sales and booking tours and events.
- Ensure any discrepancies in cash or card payments are investigated promptly.
- Ensure the shop is sufficiently stocked at all times and visual merchandising and housekeeping standards are adhered to.
- Monitor KPIs including Conversion Rate, Average Transaction Value, Spend Per Visitor and profit margin through maintaining an accurate EPOS system to allow detailed analysis.
- Maintain inventory levels to meet forward sales using the EPOS system on a weekly basis to identify products for reorder, raise purchase orders, receive and store deliveries, receipt stock accurately onto EPOS system, communicate with Finance on all purchase orders, receipting and invoicing.
- Carry out accurate stocktakes when required.
- Source and develop new products in line with strategy, ensuring that the shop and products are up to date, on trend, price appropriate and targeted to identified audiences.
- Provide cover for the Shop Supervisor and Sub Postmaster through:
  - Operating the Post Office Horizon automated system, for which training will be provided, and selling to, and advising customers on Post Office products.
  - Compliance with all Post Office protocols and procedures.
- Ecommerce:
  - Operate and develop the online shop platform including adding new products and balancing stock availability across the onsite and online shops.
  - Oversee packing and shipping orders.
  - Provide content to the SSY Marketing Manager for promotion via social and e-marketing channels.
- Identify and implement 'Pop Up' shop opportunities across the site during Events (e.g. Chelsea Flower Show) and at Outreach events.
- Ensure the shop is run safely and Health & Safety policies and procedures are adhered to.



**9. Leadership expectations**

The role holder is expected to:

- Demonstrate a strong commitment to the mission, aims, and values of the RHC.
- Maintain the highest standards of ethical and personal practice, ensuring that the wishes and rights of the Chelsea Pensioners are always fully understood and protected.
- Work to ensure that the Royal Hospital Chelsea becomes regarded as one of the nation’s pre-eminent heritage sites and that public understanding of its important socio-military heritage is strengthened and widespread – without breaching its physical integrity, collections or reputation.
- Uphold and promote RHC’s values (Enjoy Life; Nurture Belonging; Respect Individuals; Encourage Pride) and policies.
- Support RHC’s audience development and visitor services strategies and volunteering policies.
- Develop, implement and operate consistent administrative processes that comply with RHC standards and processes.
- Oversee contracts and partnerships with suppliers and other organisations in a business-like and fair way to ensure maximum benefits to the RHC.
- Support other members of the team during busy periods.

**10. Skills Knowledge and Experience**

**Essential Skills**

- Teamworking and motivational leadership skills
- Ability to prioritise, multi-task and delegate
- Excellent customer service skills
- Knowledge of using relevant IT tools, including EPOS and ticketing systems
- Computer literate, with experience of the Office suite (Word, Excel, Outlook)
- Numerate

**Desirable Skills**

- Knowledge of using online shop platforms

**Knowledge and Experience**

**Essential**

- At least 5 years retail experience
- Experience supervising a team
- Experience of working to a budget

**Desirable**

- Experience of working within the heritage or museum sector, or other visitor attraction
- Experience of working with volunteers
- Experience of budget management



**Competences**

- Ability to exemplify exceptional customer service
- Highly organised and able to work on own initiative
- Excellent attention to detail
- Ability to work calmly under pressure
- Both self-motivated and a team player

**Qualifications:**

Educated to degree level or the equivalent experience

11. **Agreement:** I have reviewed this Job Description and confirm it accurately reflects the role.

**Line Manager**.....

**Date** .....

**Employee**.....

**Date** .....

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.