

DEPUTY RETAIL MANAGER

Reports to: Commercial Manager

Contract: Permanent

Hours: Average hours 8.30-5pm, 3/4 days a week including a weekend day (Sunday) and bank holidays during the open season.

Salary: £10/hour

Commences: February 2019

BACKGROUND

At Cotswold Farm Park we are currently building an exciting new extension to our existing shop and café, growing our popular shop area from 650sqft to 2000sqft of purpose built retail space, which will be adjacent to a new dining experience and enhanced visitor facilities. Our aim is to further develop our busy gift shop and restaurant into a food and retail destination in its own right, a must visit place to shop and eat in the heart of the Cotswolds. Our retail products range from our own books, food and giftware ranges through to quality toys, gifts and clothing. We are looking for an individual to oversee the launch of this new retail destination, and to grow the retail aspect of the business servicing the needs existing customers, including the adjacent campsite, and bringing new visitors to the site.

ROLE PURPOSE

To manage all retail aspects at Cotswold Farm Park, to include all retail, ticketing, event retail/merchandising and off site retail sales activities.

PRINCIPLE ACCOUNTABILITIES

To manage all retail aspects of the Cotswold Farm Park visitor centre. This will include:

- Recruiting, training and performance managing staff
- Line managing the Retail Supervisor
- Implement and oversee internal procedures, including ensuring that systems, processes and procedures are used to ensure efficient and accurate activities in the retail department.
- Monitoring the retail budget including working to KPI's, including gross margins, stock control, stock turnover ratios and average customer value.
- Product sourcing, including sourcing appropriate stockists and suppliers, working to brand and company values, customer demand and seasonal trends.
- Managing the retail aspects of the EPOS system, including stock, sales, purchase order, online sales and cash handling procedures are followed to ensure accurate sales and reporting methods.
- To ensure that daily SOP's including cleaning are implemented to a high standard, working around visitor activities and events as required.
- Taking deliveries, stocking/stock taking and merchandising.
- Attend to customer care situations, including queries or first aid incidents as required.

- To assist with the co-ordination and delivery of occasional events, for example Christmas shopping events.
- To ensure that merchandising and pricing displays are enhancing products and promoting sales.
- To ensure that the front of house desk is presented to high standards and organised for maximum operational efficiency.

REPORTING RESPONSIBILITIES

The Deputy Retail Manager will report to the Commercial Manager and will be directly responsible for the retail team, ensuring the smooth operation of the retail outlets. The Deputy Retail Manager will liaise closely, as necessary, with the management team including the Food and Beverage Manager to ensure that a joined up approach to food and beverage retail exists across the business.

ATTRIBUTES AND EXPERIENCE

- Have a good understanding of retail sales processes and margins
- Be an excellent communicator and motivator of people, someone who can lead the team forward.
- Demonstrate an enthusiastic, pro-active and problem solving approach to the job.
- Have the ability to work under pressure, taking responsibility for a situation as it arises
- Will be a good communicator/motivator and work well within a small team
- Be computer literate with the ability to use Microsoft office software, business EPOS system (training will be provided) and be conversant with analysing data from reports.
- Be willing to attend training sessions/courses as required

This is a hands on and physically demanding role, and will suit a candidate who is a natural people person, with appropriate retail experience. We will be looking for candidates who can demonstrate relevant management experience in a retail environment.

APPLICATION PROCESS

Please email emma.lowe@cotswoldfarmpark.co.uk with a covering letter, explaining your interest in the role and notice period. Please also attach an up to date CV, references will not be contacted without prior consent. We will begin interviewing and running paid trial days as soon as we receive applications, so please do not hesitate in sending your application. The position will be closed when a suitable candidate has been found.