

## **JOB DESCRIPTION**

<b>Job Title:</b>	Retail Assistant (London)
<b>Employer:</b>	Royal Air Force Museum Enterprises Ltd
<b>Responsible to:</b>	Retail Manager
<b>Direct reports:</b>	None
<b>Responsible for:</b>	Supporting the strategic priorities of the Museum, by helping to maximise the commercial return from the Museum's retail, simulator, 4D and e-commerce operations. The post holder will actively contribute to interpreting the story of the RAF, delivering a great visitor experience and supporting daily operations across the Museum.

### **PURPOSE OF THE ROLE:**

1. As part of a team, and by the delivery of exceptional visitor service, ensure the experience provided by The Royal Air Force Museum exceeds the expectations of all visitors and they are delighted with first class service and can connect with our compelling story.
2. Deliver the commercial activities of the museum with the sale of goods and services in our retail and visitor areas, support the delivery of museum events, and provide manual/logistical assistance on an ad hoc basis to colleagues in other Departments.
3. Prepare, monitor and operate the simulators/4D and other relevant commercial attractions ensuring maximum visitor enjoyment.
4. Contribute to the provision of a visitor focused service across the museum including a discrete security and safety regime, and assist with the safe evacuation of visitors and museum personnel during emergencies.

### **Job Functions**

1. Provide high standards of customer care through pro-active and re-active engagement with visitors.
2. Operate simulators and 4D cinema experiences, and associated tills.
3. Maximise simulator and 4D revenue by actively promoting the rides and ensuring the simulator and 4D operate at the appropriate times.
4. Quickly report any simulator or 4D operation issues to the relevant people, including liaising directly with external contractors where appropriate.
5. Ensure all security and Health and Safety requirements are adhered to at all times, including the completion and recording of daily and weekly checks.

6. Operate flexibly across a range of customer care roles.
7. Accurately cash-up and reconcile tills/EPOS system as required.
8. Utilise all visitor interactions as an opportunity to promote additional income generation.
9. Regularly monitor the condition and cleanliness of front of house facilities, including retail displays etc., taking corrective action and/or reporting issues as appropriate.
10. Promote and sell guide books, trails, museum membership and other commercial products as required.
11. Discreetly and sensitively safeguard the security of visitors, staff, volunteers and museum assets in accordance with instructions.
12. Assist with the evacuation of visitors and museum colleagues in the event of an emergency in accordance with instructions.
13. Collect visitor data including ride usage data.
14. Assist the delivery of corporate and or commercial events and museum public events activity.
15. Assist getting stock ready to be put on shop floor (i.e. priced, security tagged) and then putting out on the shop floor.
16. Move stock from the stockrooms across the site as required.
17. Assist with and supporting e-commerce and back -office functions associated with the retail department.

## **Management**

1. No formal staff management or Departmental budgetary responsibility.
2. Guide and oversee the day to day activity of Retail/ Commercial volunteers as required, ensuring that they are meeting the needs of the Museum, feel valued and that their views are taken into account.
3. Ensure that relevant RAF Museum policies and procedures, including the RAF Museum's Health & Safety Policy and procedures, are communicated to volunteers and, with Line Managers, that the standards outlined in them are maintained.
4. Lead as required ad hoc teams of staff and/or volunteers undertaking specific tasks specified by line management.
5. Routinely collect, and act upon, customer feedback.

## **Relationships**

1. Interact in a friendly and positive way with all museum visitors you come into contact with, helping them to enjoy the Museum on their own terms
2. Maintain a positive and collaborative relationship with colleagues from all Departments
3. Work under the instruction of the General Manager, Visitor Experience Manager, the Corporate Events Manager and the Museum Public Events Manager as required to ensure that continuity of service is maintained in other areas e.g. FoH, catering, commercial events and museum events
4. Oversee work of volunteers as required

## **Administration**

1. Maintain a Personal Development Plan.
2. Ensure all holiday leave, sick leave and other absences are recorded in accordance with Museum policy.

## **Policies and Procedures**

1. Comply with Health & Safety legislation.
2. Adhere to organisational policies and procedures to protect people and the Museum's reputation.
3. Uphold the Museums Association's Code of Ethics.

## **Personal Responsibilities**

1. Work as part of a flexible team and support colleagues across all departments, supporting a one museum culture.
2. Protect the reputation of the Museum.

## **Hours and Physical Conditions**

1. This is a full-time / part-time position
2. Hours will dependant on type of contract
3. The post involves working weekdays, weekends, Bank Holidays, evenings

*This is a description of the job at present. The above is not intended to be a comprehensive list of key responsibilities or duties. Other related duties may be required from time to time. It is the practice of the Company to periodically review job descriptions and to update them to ensure that duties relate to the job then being performed. It is our aim to reach agreement to reasonable changes following consultation. However, if agreement is not possible the Company reserves the right to make reasonable changes after consultation.*

## PERSON SPECIFICATION

CRITERIA	STANDARD	E/D	EVIDENCE
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• A good level of general education</li> <li>• First Aid qualification</li> <li>• A willingness and ability to hold a First Aid qualification</li> </ul>	D	Application/Certificates
		D	Application/Certificates
		E	Application/Interview
<b>Work Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable ability to work in a sales orientated/customer focused environment.</li> <li>• Demonstrable experience in customer-focused environment</li> </ul>	E	Application/Interview
		D	Application/Interview
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Numerate with ability to undertake significant cash handling responsibilities</li> <li>• Appreciation of what constitutes great customer service</li> <li>• Understanding of compliance and duty of care responsibilities in relation to the operation of a busy visitor attraction</li> <li>• Excellent communication skills (written and oral)</li> <li>• Good level of computer literacy and IT skills including Microsoft Office software</li> </ul>	E	Application/Interview
		D	Application/Interview
		E	Application/Interview
		D	Application/Interview
		D	Application/Interview
<b>Aptitudes</b>	<ul style="list-style-type: none"> <li>• Positive and enthusiastic</li> <li>• Warm/empathetic</li> <li>• Commercial acumen</li> <li>• Ability to work flexibly</li> <li>• Eye for detail</li> <li>• Takes ownership/responsibility for tasks</li> <li>• Physically fit/mobile</li> </ul>	E	Interview
		E	Interview
		D	Interview
		E	Interview
		E	Interview
		E	Interview
		E	Interview