



Post: Shop Manager
Department: BTC
Division: Enterprise Division

Key responsibilities

Management of the retail team in the delivery of all aspects of customer service to deliver a 5 star customer experience. Drive retail standards on the shop floor to drive sales in order to deliver/exceed budgeted financial targets.

1. Manage the sales team in all relevant daily processes. These include-:
 - Sales transactions
 - Stock deliveries-work with the Stock Controller and the retail team to ensure stock reaches the shop floor in an efficient and timely fashion in line with the retail plan for new product launches and that stock is replenished effectively daily
 - Visual Merchandising and displays-lead the team in translating seasonal buying themes to the shop floor in collaboration with our Visual Merchandising consultant and buyers
 - Oversee and direct the retail team to ensure pricing, (including plant sales area), housekeeping, cash handling and end of day procedures and banking
 - Act as a key point of contact for the teams at the 3 regional gardens, to assist with operational issues and seasonal product launches
2. Manage retail set up and operation of the exhibition shop at Inverleith House
3. Manage monthly staff rotas to ensure that the shop is adequately staffed 7 days a week
4. Ensure that visitor/customer enquiries are dealt with promptly and appropriately
5. Ensure cash is secured at end of daily trading
6. Liaise with other RBGE staff as is required, including the visitor welcome team
7. Manage retail staff to assist with incidents and emergencies
8. Direct the opening and closing of the shop, to ensure it is secured in line with set procedures
9. Ensure the health and safety of visitors/customers within the store and the nearby environs and represent the retail team at operational meetings
10. Recruitment and appraisal of retail staff
11. Manage training requirements for the retail team



Specific Objectives

- Motivating your team to drive sales and ensure excellent standards of customer service at all times
- Aim to attain / sustain 5-star accreditation from Visit Scotland
- Responsible for ensuring staff maintain all visual presentations in line with set guidelines and visual merchandising standards to enhance brand awareness
- Lead the retail team on directives communicated by the retail management team
- Act as a key point of contact for retail at the regional gardens

Person Specification

Skills/Aptitude	Essential	Desirable
Excellent Management skills and experience of managing a team in a retail setting	*	
Proactive and take responsibility for own workload, prioritising to meet conflicting demands	*	
Excellent interpersonal skills and have the ability to communicate effectively with people at all levels	*	
Excellent customer services skills	*	
Ability to work flexibly across a range of areas	*	
Ability to use initiative and work to tight deadlines	*	

Knowledge	Essential	Desirable
Previous visitor/customer services management experience in a retail setting	*	
Computer literate – use of Microsoft Word, Outlook, Excel, databases		*
Previous experience of following health and safety procedures	*	
Previous experience of answering enquiries	*	*
Ability to follow established work procedures	*	



Professional Qualifications	Essential	Desirable
First Aid Certificate		*
staff management qualification		*
SVQ 3 or above equivalent in Customer Care		*
Driving license		*