

HOLKHAM

Job description

Gift Shop Manager

LOCATION

Holkham Hall

The Holkham Estate

Our vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, an inn, holiday parks, beaches, car parks, admissions, cafes, shops, concerts, and events.

Holkham Enterprises is the business entity that is responsible for all day visitor-related activity and income is derived from 4 car parks, 3 cafés, admissions to the Hall and 'Holkham Stories' experience, a gift shop, a 6.5-acre Walled Garden and an extensive education and events programme.

Overall job purpose

North Norfolk is as a major UK tourist destination and over one million people visit the Park, Nature Reserve, Hall and Beaches at Holkham each year. Our visitor businesses are responsible for generating significant income from a large number of visitors within the Hall, Park and Beaches. Visitor numbers vary and during special events or on peak days, there can be a large number of visitors arrive within a short time period or within a concentrated area.

The Gift Shop Manager is responsible for managing the Gift Shop team to deliver the agreed commercial performance. A core aspect of our commercial visitor operations, this role will have budget and P&L responsibility to deliver profit in line with our ambitions. You will ensure consistently high standards of presentation, product availability and customer service are maintained. This role will work closely with the Retail Buyer (an external consultant) to ensure that Holkham's brand is reflected in the quality, ethos, style and product range.

This role will be part of the Duty Management Team, working at least one day per week as the Duty Manager alongside your role. The appointed Duty Manager (DM) is the daily main point of contact for other managers or supervisors or team members who need assistance with a variety of routine, operational matters. Weekend and Bank Holiday working will be required.

Job description

The following is intended to provide guidance as to duties but it is not exhaustive. You will from time

to time be required to undertake other activities of a similar nature that fall within your capabilities as directed by the management team.

Gift Shop

- To manage the Gift Shop team by providing support, guidance and direction to maximise performance and deliver objectives.
- To prepare the team rota to ensure the Gift Shop is staffed appropriately to respond to the seasonal pattern of visitor numbers.
- To work alongside the team, in a hands-on capacity when required (at peak times and at least one day per week on the rota to be on the shop-floor regularly).
- To hold regular 1:1 meetings and annual appraisals to review performance and set objectives.
- To manage the financial performance of the Gift Shop income, with budgetary responsibility for profit and loss.
- To provide operational support to the Retail Buyer (an external consultant) and Visitor Operational Manager as required.
- To work alongside the Retail Buyer to ensure that the product range and presentation reflects the Holkham Brand, ethos, finesse and style of the Gift Shop.
- To manage the operating costs looking for opportunities to reduce costs and increase financial performance, in particular looking at pricing and margins.
- To be an M Store (EPOS system) lead within Enterprises, having a thorough understanding of the system and to ensure its use is maximised so the team work as effectively as possible and the stock is managed as efficiently as possible.
- To order stock as required and ensure all items are processed correctly ready for sale.
- To maximise sales of the various products ranges with accurate stock management, stock availability and upsell at every transaction and promote the wider Holkham experience.
- To attend daily morning briefings with the Visitors Services, Car Park and Catering teams and share with the Retail team any operational procedures, activities and events updates.
- To be responsible for updating and maintaining the Retail Stock Import Sheets and Delivery Notes.
- To be responsible for maintaining accurate records of all suppliers' contact details.
- To be responsible for accurately recording transfers of stock from the Gift Shop to other departments.
- To be responsible for accurately cashing up the till, comping invoices at the till and that the Daily Takings correspond to the end of day report.
- To carry out a full stocktake in January and to record accurately onto the M Store system, so that the gross profit margin is accurate and stock loss is minimised.
- To ensure all customer complaints, comments and compliments are acted upon and/or passed on to the appropriate person or department.
- To ensure that all stock is processed accurately including transfers between retail outlets or departments.
- To analyse sales results, margins, labour costs and stock levels and prepare data driven key performance indicator reports for the Visitor Operations Manager, Retail Buyer and General Manager (Holkham Enterprises and Events).
- To use this data to understand the key drivers of growth (sales and profitability) in discussions with the Retail Buyer to help shape purchasing.
- To work with the Visitor Experience Manager to deliver a 'One Team' visitor facing approach between the Visitor Experience and Gift Shop teams, to develop multi skilled team members who can work in both areas, improving efficiency and flexibility.
- To work with your team to achieve consistently high standards of visual merchandising, stock and shopfloor presentation.
- To undertake good housekeeping practices at all times and ensure that all Gift Shop Retail areas are kept clean, tidy and equipment (e.g. ladders) are safe and appropriately maintained.
- To make sure your team understand the full visitor offer so they are able to cross sell effectively.

- To look for ways of exceeding customers' expectations, anticipating customers' needs and responding positively in all your communications with customers.
- To adhere to the Company's Health and Safety policy at all times and security obligations are compliant and risk assessments are updated regularly and the team are fully trained on all operations including more high risk elements like manual handling or working at height.
- Compliance with GDPR act must be adhered to at all times.
- To develop and deliver WONDER sustainability objectives relevant to the Gift Shop.
- To be the Treasure Houses of England Retail representative for Holkham, which requires attendance at the annual networking meeting (hosted by a Treasure House) and the preparation of a presentation to share KPIs, trends and future plans.

Duty Management

This role is part of the Enterprises Duty Management team. You work as DM at least 1 day per week. This includes briefing the teams on site, checking in with teams, responding to radio calls for assistance, co-ordination of emergency response, First Aid, monitor weather against our high winds policy and providing any other management support required (either to teams whose managers are not on site or for a larger incident that requires more than more manager to resolve).

Personal qualities

- People management experience ideally within retail or a visitor facing business.
- Experience of managing a successful commercial operation including setting budgets and managing a profit and loss account.
- Commercial acumen, drive and focus and willingness to take ownership of a commercial operation.
- Excellent IT and data management skills.
- Excellent organisation, planning skills and attention to detail.
- Excellent interpersonal skills including written communication skills.
- Ability to work under pressure.
- A positive approach to resolving problems.
- Ability to work flexibly to deliver objectives.
- Consistently demonstrate the 5 Holkham Behaviours.

A full UK driving licence will be required.

Weekend and bank holiday working are required between February and December. In addition, evening working is required during our Christmas operations.

Training

You will be required and encouraged to engage in a program of professional development.