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|  | **HIGH LIFE HIGHLAND**  **JOB DESCRIPTION** |

**JOB TITLE**: Retail Manager

**SALARY**: £42,879 - £46,410

**LOCATION:** Inverness Castle

**HOMEWORKING:** This post is not suitable for a homeworking request to be made.

**RESPONSIBLE TO:** Head of Inverness Castle Experience

**JOB PURPOSE:** The Retail Manager has overall responsibility and accountability for the management of the Inverness Castle Experience shop and retail team, working across the organisation to develop a retail experience which reflects the Inverness Castle brand, and which caters to the visitor and local markets.

A creative individual with a passion for retail, the Retail Manager will have responsibility for all product selection and development, product merchandising, setting, achieving and exceeding financial targets, stock management, developing and implementing effective retail management systems and processes, and contributing to the overall visitor satisfaction of the Inverness Castle Experience.

**KEY DUTIES AND RESPONSIBILITIES INCLUDE:**

1. To work with the Retail Buyer to create a unique retail experience in line with the Inverness Castle Experience brand and taking in to account key events and seasonal variations
2. To develop Inverness Castle Experience’s retail strategy in line with colleagues, ensuring regular reviews and updates as required.
3. To merchandise the shop to ensure a creative and inspiring layout, lighting and stock display.
4. To set the pricing strategy to meet the needs of Inverness Castle Experience local and visitor markets.
5. To continually review the retail staffing arrangements and to adapt resources as required.
6. To set annual trading budgets and targets.
7. To assume full responsibility for managing the retail trading budget and profit and loss account, monitoring performance against agreed Key Performance Indicators and industry standards
8. To develop and maintain suitable measures and systems for controlling stock, to ensure sufficient levels of stock holding and to keep write-off stock to a minimum.
9. To manage the retail EPOS system and stock in liaison with the Systems Manager ensuring all stock is accurately recorded with updates on orders, deliveries, price amendments and write offs.
10. Undertake stock counts according to the agreed requirements laid out by the HLH finance team.
11. To analyse sales figures, interpret trends and forecast future sales volumes in order to maximise profits.
12. To maximise retail turnover and profit working to grow the business in order to support the Inverness Castle Experience’s ongoing financial viability.
13. To assist the Senior Management Team to identify potential income generation opportunities from alternative commercial sources to ensure the organisation’s long-term financial viability.
14. To work with the Visitor Services Manager to ensure fundraising and business development activities are complementary and all potential income generation activities are maximised.
15. To ensure effective systems for cash handling and security are in place and to make recommendations for improvement where required.
16. To ensure that the shop offers visitors a range of products at appropriate pricing levels and meets the organisation’s income targets and overall branding guidelines.
17. To manage the product mix to ensure an imaginative, innovative and exciting range of products which reflect the Inverness Castle Experience brand, linked to the Highlands and to Scotland specifically.
18. To manage product selection and development in line with budgets.
19. To identify new product opportunities working with local companies to develop a retail offer which reflects the Inverness Castle Experience brand.
20. To liaise with the Visitor Services and Food and Beverage Managers over all matters of standards and service.
21. To respond and manage all retail complaints in an efficient and timely manner.
22. To develop a plan to operate a small online shop ensuring the shop is kept up to date, stock level monitored, post and packing done in an efficient manner , liaising with team members such as IT and Marketing to ensure the online shop revenue generation is optimised.
23. To travel as required to trade shows and suppliers to assist in the development of new ranges and in order to stay ahead of retail trends.
24. To ensure that sustainability is considered at all points along the retail cycle.
25. To deputise for the Head of Inverness Castle Experience in his/her absence.

**Other Duties:**

You may be required to perform duties, appropriate to the post, other than thosegiven in the job specification. The particular duties and responsibilities attached to posts may also be varied without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and would not themselves justify reconsideration of the grading. As a result of such variations it will be necessary to update this job specification from time to time.

**Date:** October 2024

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|  | **HIGH LIFE HIGHLAND**  **PERSON SPECIFICATION** |

**JOB TITLE:** Retail Manager, Inverness Castle Experience

**LOCATION:** Inverness Castle

**ATTRIBUTES:**

In order to be able to carry out the duties of this post effectively and safely, candidates will be able to provide evidence of the following.

1. **EXPERIENCE**

* Minimum of three years senior management experience of retail operations in high volume environment. Essential
* Experience of working within a visitor experience, cultural or hospitality venue business. Desirable
* Demonstrable experience of developing and improving a retail business and delivering sustainable profitable growth. Essential
* Proven track record of working at pace, responding to sales performance, handling multiple priorities and consistently delivering against challenging budgets. Essential
* Practical experience, in a central role, in the management of EPOS within an operationally diverse retail environment. Essential

1. **EDUCATION AND QUALIFICATIONS**

* Degree level qualification or equivalent in a relevant discipline. Desirable
* Personal Alcohol Licence Holder Licensing Act (Scotland) 2005. Desirable
* Competent user of Microsoft Office products. Essential

1. **SKILLS/ATTRIBUTES GENERAL**

* The ability to analyse financial information and to manage budgets effectively. Essential
* Strong influencing, negotiating and advocacy skills, with the ability to think analytically, independently and strategically Essential
* Creative thinker with senior management retail business development experience, able to drive change and innovation, spot opportunities and exploit them. Essential

1. **SKILLS/ABILITIES SPECIFIC TO THE POST**

* Strong communications skills to support relationship management with a range of partners and stakeholders. Essential
* Strong leadership qualities to develop and motivate a large team of staff. Essential
* Ability to work as part of the Inverness Castle Experience leadership team. Essential
* Expert knowledge of the retail market with a demonstrable passion for products with a local emphasis. Essential
* Excellent knowledge of supply chain, supplier negotiation and health and safety. Essential

1. **INTERPERSONAL AND SOCIAL SKILLS**

* The commitment to deliver on High Life Highland’s i-Care people values: integrity, community, accountability, respect and example. Essential
* The ability to generate enthusiasm and commitment to strategies, vision and values. Essential
* The ability to manage and develop successful guest and supplier interaction and to improve and innovate operational processes to best meet visitor needs. Essential

*High Life Highland (HLH) is committed to the protection and safeguarding of vulnerable groups, including children and protected adults and believes that they should never experience any kind of abuse. It has a responsibility to promote the welfare of those in vulnerable groups and to keep them safe and to practice in a way that protects them. HLH expects all those with whom the Charity engages to share this position. Where applicable, new positions will be subject to the appropriate level of Disclosure Scotland checking; identity checks (address, date of birth), employment/experience history, two references (one of which must be most recent employer, where appropriate), qualifications, Right to Work in the UK (where applicable). The above will apply to anyone working on behalf of HLH (paid or unpaid) including all board directors, staff, workers, volunteers, agency staff and students.*