**IMPERIAL COLLEGE UNION**

**JOB DESCRIPTION**

Title: Retail Manager

Division: Imperial College Union

Job Family/Level Professional Services Level 3b

Responsible to: Head of Commercial Services

Responsible for: Assistant Retail Manager, Retail Shift Leaders (x3) Retail Assistants (x3), Stock Keeper (0.8FTE), and Student Retail Team members

Campus: South Kensington based within Imperial College Union Retail Outlets, Sherfield Building. Periodic visits to other ICU managed facilities as required

Strategic Relationships: Events and Conferencing Manager, Student Clubs, Societies and Projects, Student Voice department team members, Finance and Resource department members, Sabbatical Officers, Head of Student Experience and Services, external Suppliers, College facilities management, College Fire & Security team members, internal & external clients.

Purpose of the Post: The Retail Manager is responsible for the operational management, commercial success and continual development of the Union’s retail units and online shop. The post holder will work with the Head of Commercial Services to deliver a financial surplus through the provision of quality products, managing costs, and maximising income whilst delivering value for money to our members and exceeding their expectations.

The Retail manager is directly responsible for the Retail budget and ensuring maximum profits gained from this revenue to be returned to further the Union’s core business of representation and student activities.

The post holder is responsible for establishing the standards of performance for customer service, merchandise and visual presentation, as well policy and procedure compliance.

Leading a team of full time and temporary student staff, The Retail Manager will maximise income and profit through the effective deployment, management and motivation of staff, and the appropriate product selection.

They will invest in the development of their Managers and staff for future growth.

The post holder will be expected to demonstrate a commitment to exemplary customer service and continual development to achieve success.

**Responsibilities**

1. **Operational**

* To oversee all operational aspects of all of the Union’s Retail Trade provision, including temporary stalls, one-off events and our online shop

• To maintain and develop relationships with suppliers to ensure the ongoing development of product ranges in line with market trends and to maximise profitability

* To work closely with other Union and College departments to aid in the delivery of larger events, such as the Graduation, Summer Ball, End-of-Term Carnivals, Careers fair, external conferences and other events when required
* To gather feedback from many sources such as surveys, sabbatical officers, student Clubs, Societies and Projects and customers to continuously evolve the offer to suit and to develop and deliver written action plans in response to feedback
* To ensure that proactive and positive steps are taken to ensure that our operations do not have a negative effect on the wider community such as neighbours, local businesses and the College
* To ensure the maintenance of facilities within the union’s retail outlets is being kept to a high standard
* To be responsible for security within the department, by ensuring that all procedures relating to the safekeeping of all cash, codes, keys, and stock are adhered to and regularly reviewed and updated
* With the aid of the Head of Commercial Services and members of the Senior Management Group to highlight, plan and develop new services and income streams as and when the opportunity arises
* To ensure the levels of customer service in each retail outlet consistently reflect the Customer Service Standards established and that staff follow them
* To provide leadership through personal example for excellence in customer service
* To establish a stock replenishment pattern in all outlets
* To maintain efficient and accurate backroom operation, including stockroom organisation, deliveries and the timely flow of merchandise to the shop floor
* To confidently work in an autonomous environment
* To be innovative and creative in sourcing new products and services
* Liaise with suppliers to develop branded products to suit customer demand
* To lead on the implantation and development of the EPOS system and other operational and financial systems

1. **Staff Management**

* To coordinate the work and monitor the workloads of direct reports and ensure that staffing levels are adequate and efficient
* To provide clear and unambiguous guidance to the staff so they can provide our members and customers with a well-run, professional, consistent and customer focused service on all levels
* To provide leadership, direction and coaching for the retail team to ensure they reach their full potential. This includes regular one to one meetings with direct reports
* To undertake performance reviews of direct reports, in line with Union policy and to identify individual training needs for direct reports in conjunction with the Head of Commercial Services and the College Human Resources department
* To provide development opportunities for the Retail staff by encouraging a culture of support, learning and development. To develop and maintain a learning and development culture in the department to ensure that all staff performance is reviewed and supported
* To oversee the scheduling of staff rotas to maximize productivity, to meet the needs of the business and stay within budgeted payroll
* To develop and maintain effective professional relationships at all levels throughout the College, Union, Suppliers, Staff and Customers
* To cascade any instructions or feedback from the Head of Commercial Services and members of the Senior Management Group to all relevant members of the Retail Team
* To ensure that all staff have a clear understanding of the strategic objectives of the business and how their work supports this
* To oversee the training of the retail team, ensuring that best customer service and practice can be achieved
* To coordinate the work of other Commercial Services staff members if and when required and delegated by the Head of Commercial Services
* To ensure that the retail team members adhere to all relevant legislation, including Health and Safety, Licensing and Food Hygiene laws, as well as Union and College polices

1. **Financial Management**

* To be responsible for the retail budget for all of the Retail operations maximising profit through increasing sales, controlling costs and making efficiency gains
* To work with the Head of Commercial Services to develop an annual budget as well as a mid-year forecast, for Retail and to report on any significant variance to this budget
* To keep precise information on trading and trading patterns to help better inform budgets and future activities. To analyse data to help inform trading decisions and produce regular reports to track performance against budget and other key performance indicators
* To create an effective pricing structure and to bench mark this against our competitors

• Negotiate with suppliers at all times to ensure the best possible prices and service can be passed onto our customers, thus ensuring our competiveness in the market place

* Create and consistently maintain effective stock levels for the Retail outlets and the online shop

* Participate and contribute to Union projects as required
* To maintain financial controls and ensure that the Finance and Resource department receives all relevant financial information promptly, including payroll and accruals/deferrals, in accordance with the Union’s financial procedures
* To oversee the stock management and cash control processes, including the achievement of budgeted gross profit margins; providing guidance to staff in the effective control of stock and cash; and ensuring that adequate systems are developed, maintained, and adhered to.

* To develop and implement strategic and tactical business plans to deliver upon agreed objectives, including any refurbishments, new outlets/services and online shop development

1. **Customer Service**

* To lead a culture of excellence in customer service, ensuring that customer needs and expectations are exceeded whenever possible
* To develop and deliver effective mechanisms for receiving customer comments, feedback and complaints
* To develop and maintain an effective mystery shopper scheme in order to drive

improvements and to benchmark success

• To deal with all types of customer feedback in a courteous, friendly and efficient

manner

• To ensure that all staff receive training in customer service on a regular basis

**5.0 Marketing, Merchandising and Business Development**

* To develop and deliver action plans in response to the results of the staff survey, the Union Survey, Student Experience Survey, National Student Survey and other market research initiatives
* Understand the local retail market, how it impacts the Union Retail Outlets and plan and co-ordinate all stock ordering accordingly
* Maintain consistently high levels of merchandise and high standards of visual presentation, including both floor and window presentation.
* Maintain good standards of housekeeping
* To work with the Marketing Department to ensure that the retail outlets and online shop have effective promotional and pricing strategies and that customers are aware of the services offered by the department
* To develop, plan and organise various monthly promotions for both in and out of term time, particularly for Welcome Week and Graduation
* Ensure the consistent introduction of new lines and promotions where applicable and respond to seasonal trends as appropriate

* In conjunction with Head of Commercial Services, develop a detailed strategy to

increase retail sales

* To work with the Commercial Services Manager to project manage the development of any relevant existing and new outlets

1. **Health and Safety Management**

* To ensure the health and safety of customer, suppliers and visitors to the department and the Union’s one-off events
* To ensure that the Union’s and College’s Health and Safety policies and appropriate Health and Safety legislation is adhered to at all times and to provide leadership in health and safety management for the department
* To guide staff in health and safe working practices, and to ensure that the department has adequate cover in terms of first-aiders and fire marshals

**7.0 General**

• To attend appropriate meetings as and when required by the Union

* To abide by the Union’s Constitution, policies and procedures and all relevant College policies and regulations at all times
* To contribute to the positive image of the Union with students, the College and the local community
* To undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested

• To have a flexible approach to duties and work and, in particular, adopt a team

focused management style with departments and activities across the Union

* To carry out the above duties at other sites of the Union and/or College as necessary
* To be flexible in working hours within the agreed pattern of trading hours, including occasional evening and weekend hours.
* To encourage a culture of warmth, inclusivity and tolerance in the union team as well as to our members and customers
* To engage with the student population and actively seek their involvement in as many levels of the operation as practical

**Training and Professional Development**

Imperial College Union considers regular and on-going training as essential to job satisfaction and career development. It is expected that the post-holder will be offered the opportunity to participate in training that is relevant to his/her duties and the post-holder will be expected to undertake such training as may be reasonably practicable.

**IMPERIAL COLLEGE UNION - PERSON SPECIFICATION**

**Retail Manager**

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| --- | --- |
|  | Essential |
| Appropriate management / professional qualification or significant experience (3+ years) of managing retail operations | X |
| Experience of managing and delivering against a significant budget (i.e. income of more than £1 million) | X |
| A record of working in and forging successful partnerships with a range of stakeholders | X |
| Experience of the effective management of stock and cash and extensive experience of EPOS systems | X |
| Delivering results through the effective management of large teams of staff | X |
| Experience of managing digital/online sales and in driving these sales | X |
| A working knowledge of current trends in the retail industry across differing customer demographics | X |
| A working knowledge of Health and Safety legislation, including Food Hygiene, and relevant best practice | X |
| Ability to work in a diverse environment with the skills to develop productive relationships with a range of stakeholders | X |
| The ability to engage with other team members, supporting them as well engaging them in the long term goals of the team. | X |
| Able to work confidently in an autonomous environment | X |
| Able to think creatively and innovatively in regards to new products and services | X |
| A proficient user of IT, enabling efficiencies and improved service through the effective use of technology | X |
| Excellent communication skills with the ability to relate to and communicate efficiently with people at all levels | X |
| The ability to read and understand stock take reports and to be able to relate these results to trends and issues. | X |
| Sound judgment and the ability to handle competing priorities and a challenging workload in a pressurized environment | X |
| Ability to collate and analyze figures to track trade patterns and effectiveness of promotions | X |
| Evidence of commitment to continuing personal and professional development | X |
| A leader on equality of opportunity who value diversity and removes barriers to equality | X |
| An excellent role model who promotes high standards of integrity and honesty | X |

Please note that job descriptions cannot be exhaustive and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Imperial College is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the [7 Imperial Expectations](http://www.imperial.ac.uk/human-resources/working-at-imperial/imperial-expectations/) detailed below:

1. Champion a positive approach to change and opportunity
2. Encourage inclusive participation and eliminate discrimination
3. Communicate regularly and effectively within and across teams
4. Consider the thoughts and expectations of others
5. Deliver positive outcomes
6. Develop and grow skills and expertise
7. Work in a planned and managed way

Employees are also required to comply with all College policies and regulations paying special attention to:

|  |  |  |
| --- | --- | --- |
| * Confidentiality * Conflict of Interest * Data Protection * Equal Opportunities | * Financial Regulations * Health and Safety * Information Technology * Smoking | * Private Engagements and Register of Interests |

They must also undertake specific training and assume responsibility for safety relevant to specific roles, as set out on the [College Website Health and Safety Structure and Responsibilities](http://www3.imperial.ac.uk/safety/policies/organisationandarrangements) page.

*Committed to equality and valuing diversity, we are an Athena SWAN Silver Award winner, a Stonewall Diversity Champion, a Disability Confident Employer and work in partnership with GIRES to promote respect for trans people.*

**April 2018**