

Hawk Conservancy Trust
Visitor Centre, Sarson Lane
Weyhill, Andover
Hampshire, SP11 8DY

T: 01264 773 850
F: 01264 773 772
E: info@hawkconservancy.org
www.hawkconservancy.org



Where the sky's the limit

Admissions and Retail Manager

An exciting opportunity for an experienced, confident retail manager who will have the drive and determination to continue our outstanding track record in delighting customers. The Trust has already enjoyed considerable success over the last 50 years and is ranked as the top attraction in Hampshire according to TripAdvisor.

Your role will be to ensure the high standard of the Trust's visitor welcome is sustained and to grow the business further. You will work in partnership with senior managers and staff across the organisation to ensure the smooth running of our admissions and retail function and the visitor attraction as a whole.

Responsible to: Chief Executive Officer

Responsible for: Suppliers, a small team and liaising effectively with colleagues

Salary: Up to £25,000, depending on experience

Hours: Full-time including weekends and school holidays. Some evening hours are required for a few events each year. Initially a 2-year contract.

About the Hawk Conservancy Trust

The Hawk Conservancy is an award-winning visitor attraction and conservation charity dedicated to the conservation of birds of prey. We are fortunate to be situated on a stunning 22-acre park with a range of facilities, including the Trust Shop which is connected to our superb Feathers Restaurant. Our reputation for a warm welcome and passion for our birds and our visitors is central to our success.

Purpose and objectives:

To promote the mission of the Trust and achieve the Trust's aims of being a leading UK attraction, renowned for its customer service, passion and enthusiasm.

Lead the Hawk Conservancy Trust's Admissions & Retail function, ensuring that operations run smoothly and realising the full potential for the Trust Shop. Work closely with customers so that we exceed expectations through impeccable customer service standards.

Increase awareness of the Hawk Conservancy Trust's events, products and function capabilities and achieve growth objectives.

CONSERVATION EDUCATION RESEARCH REHABILITATION

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Main duties and responsibilities:

- Ensure the Admissions & Trust Shop team provide excellent customer service and warm visitor welcome at all times with professionalism and courtesy
- Oversee all aspects of the day-to-day operations, ensuring all staff, systems and processes are operating smoothly
- Achieve or exceed sales, profitability and other key performance indicator targets
- Maintain extensive knowledge of the Trust's products in order to provide customers with information, achieving additional sales and donations in a manner that reinforces the Trust's positive image and is perceived as helpful rather than pushy
- Manage shop merchandise to meet the needs of Trust customers
- Take pride in appearance of the staff and premises, maintaining an attractive and inviting shop with excellent housekeeping standards
- Manage the Admissions and Trust shop team
- Ensure the finances and cash are managed in accordance with audit and security requirements and best practice
- Within the Trust Shop, ensure compliance with Health & Safety legislation
- Stay abreast with, deploy, maintain and master technology
- Develop the profile of the Trust Shop as a part of the overall experience of a visit to the Hawk Conservancy Trust
- Develop the Trust Shop team and to contribute to the overall teamwork of the Hawk Conservancy Trust, participating as a member of the Management Team and working closely with the park, catering and events staff
- Attend trade shows, conferences, seminars and exhibitions as necessary
- Any other duties which are relevant to the role

PERSON SPECIFICATION

Essential Experience and Qualifications:

- Substantial retail management experience working in a similar retail operation, preferably in a gift shop or visitor attraction; a track record of success in growing sales
- Expertise in merchandising, including sourcing stock, selecting suppliers, negotiating prices, visual merchandising and displays, and managing stock levels to suit the seasons
- Tenacious, enthusiastic and committed to delivering a consistently high standard of customer service, through effective staff management and leading by example. Able to deal with rare customer complaints or problems and resolve them positively
- Financial acumen for developing budgets and plans and monitoring results
- Awareness of Gift Aid desirable
- Professional appearance and impression, excellent communication and ambassadorial skills at all levels and across all forms with a commitment for what you do!

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- Strong organisational and multitasking skills and ability to cope with competing demands
- Supervisory skills, preferably including volunteer management as well as staff management
- Initiative to cope with the unexpected and willingness to pitch in and help where necessary
- Ability to work under pressure and with conflicting priorities
- Excellent IT and technical skills including EPOS, online sales, Word, PowerPoint, and Excel
- Team player as well as team leader
- Unimpeachable integrity and trustworthiness. Able to balance a warm welcome with security
- Committed to equal opportunities and anti-discriminatory practise

APPLICATION

Submit a CV together with a covering letter, noting the position for which you are applying, to hr@hawkconservancy.org or by post to Hawk Conservancy Trust, Sarson Lane, Weyhill, Andover, Hampshire, SP11 8DY. You may also be required to complete an application form.

Please Note: the position is subject to DBS (Disclosure and Barring Service) check.

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