JOB DESCRIPTION

Job Title	Retail and Admissions Assistant
Location	IWM North
Department	Retail and Admissions
Directorate	Commercial Services & Operations
Position Type	Seasonal – Fixed Term
Reports to	Retail and Admissions Manager, IWM North
Contract	IWM Trading Company

You can read about IWM and the work we do on our website.

Job Summary

IWM North is the fifth branch of Imperial War Museums and the first outside the South East of England. Designed by internationally-renowned architect Daniel Libeskind, the building's iconic structure was inspired by the idea of a world shattered by conflict. From 1914 to the present day every object on display at IWM North tells a remarkable personal story. Highlights of a visit include a number of changing special exhibitions each year and the unique 360° audio-visual experience of the Big Picture. IWM North attracts over 350,000 visitors each year. The branch does not charge an admission entry fee but does host a number of special exhibitions each year. As a member of the Retail and Admission team you will be in a key, customer facing role, welcoming visitors to the museum, providing them with detailed information and consistently delivering the highest standards of customer service. A strong drive for achieving sales targets and the confidence to approach visitors and actively sell a wide range of products is essential.

Key duties

You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent and potential to the best of your ability.

You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.

You will be expected to work across departments effectively, working with individuals, partners and where appropriate volunteers.

To identify and implement learning and development needs for both yourself and your team, including volunteers, if appropriate.

In addition, your duties will include:

- To welcome and positively engage with every visitor to the museum, at any and every point of their visit, consistently delivering the highest standards of customer service at all times.

- To develop a strong knowledge of IWM, its collection and the local area in order to provide visitors with a professional and knowledgeable response to their enquiries and a memorable visit.

- To actively sell IWM's Guidebooks and related offers at the museum's entrance from our admissions desk and as an add on sale in our shops.

- To accurately record visitor numbers and profiles through the admissions tills, using correct payment methods paying careful attention to detail.

- To maximise revenue at admissions, promoting donations and membership.

- To exceed all retail sales targets in the shop through proactive, positive interactions with our customers, excellent product knowledge and suggestions and the up selling of linked items.

- To work towards and take responsibility for achieving branch key performance indicator targets, including average transaction value and spend per visitor.

- To fully answer customer enquiries and deal with complaints in a calm, professional manner, calling on the support of the management team when appropriate.

- To ensure that the IWM's financial and cash handling procedures are strictly adhered to in relation to audit and security requirements.

- To help maintain the accuracy of the EPOS System by ensuring the stock is correctly keyed at point of sale, customer returns, write-offs, markdowns, price changes and supplier stock returns are administered according to retail guidelines.

- To ensure that stock is correctly priced and coded and that when scanned at point-of-sale prices are correct and entered correctly on our EPOS till system.

- To assist with deliveries ensuring that stock is safely and neatly stored in the stockroom and that relevant paperwork is completed accurately and without delay.

- To ensure all Retail and Admissions spaces are kept clean, well-stocked, well presented, and merchandised to the highest standards at all times providing visitors with a perfect shopping environment and atmosphere.

- To inform the Retail and Admissions management team when stock or sundries are running low, and to bring to their attention any issues that may be prejudicial to the successful and smooth running of the operation generally.

- To assist the Management Team with the preparation and counting of stock at branch stock takes in accordance with IWM requirements and procedures.

- To assist at the entrance to any special exhibitions and check tickets of any visitors attending.

- To take pride in your appearance and personal presentation as a representative of IWM and ensure this is reflected in your punctuality, attendance, and commitment to the role. To act as an ambassador for IWM, and to behave professionally at all times.

- To ensure that you are fully aware of all Retail and Admissions policies and procedures and are also well informed of any changes to policies and procedures within IWM as a whole.

- To be responsible for the health, safety and welfare of staff and customers, ensuring compliance with all legislation and IWM policy.

- To work on a flexible rota pattern which includes regular weekend and bank holiday work, and some early morning and evening working where required.

- To potentially work in the other IWM branches to provide cover for staff shortages as and when required.

- To undertake any other related duties when required by the Retail and Admissions management team.

Person Specification: Retail and Admissions Assistant

	Essential criteria	How this will be assessed
1	Experience of working in a retail or similar environment	Application form
2	Good visual merchandising skills and excellent product knowledge	Application form and Interview
3	Confidence to proactively sell in busy environments and achieve targets	Application form and Interview
	Desirable criteria	
4	An interest in the history of Twentieth Century conflict	Application form and Interview
	Key competencies *(delete competencies that are not needed)*	
5	**Learns and adapts**	
	Keen to learn. Soaks up as much relevant knowledge and experience as possible. Adapts to change quickly and co-operatively.	Application form and Interview
	Motivated and self-aware, with a drive for self-improvement	Application form and Interview
6	**Personal Effectiveness**	
	Works effectively – tackling immediate demands decisively, whilst retaining a broad awareness of emerging requirements. Demonstrates a good sense of priorities works effectively and delivers consistently good results.	Application form and Interview
	Uses initiative and makes confident decisions	Application form and Interview
	Efficient and well organised with excellent attention to detail.	Application form and Interview
	Confident verbal communication skills with individuals and groups	Application form and Interview
	Enthusiastic and able to work under pressure and to deadlines	Application form and Interview
7	**Teamwork**	
	A valued member of the team who provides support to others and contributes to creating an open culture and productive working environment.	Application form and Interview
	Teamworking and Collaboration	
8	**Customer Care Skills**	
	Demonstrates a genuine desire to work with and serve the public. Applies this understanding in a confident communication style and successful interactions with our customers.	Application form and Interview
9	**Financial Awareness**	
	Works in a cost-effective manner. Makes efficient use of resources and adheres to financial rules and procedures.	Application form and Interview
	Has strong, proactive sales skills and the drive to exceed financial targets	Application form and Interview
	Flexible in relation to duties and hours worked	Application form and Interview

10	**Promoting Diversity**	
	Develops a growing awareness of the benefits of diversity amongst customers and staff. Demonstrates a commitment to the principles of diversity and inclusion.	Application form and Interview

This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.