



JOB DESCRIPTION

JOB TITLE: Retail Manager

DEPARTMENT: Visitor Operations

SECTION/BRANCH: Retail

LOCATION: Buckingham Palace

REPORTING TO: Head of Visitor Operations, London

Job Context

Royal Collection Trust is a department of the Royal Household (known internally as the Royal Collection Department) and the only one that undertakes its activities without recourse to public funds. It incorporates a charity regulated by the Charity Commission and the Office of the Scottish Charity Regulator, The Royal Collection Trust, and its subsidiary trading company, Royal Collection Enterprises Ltd.

The Royal Collection is one of the largest and most important art collections in the world. It comprises more than a million objects and almost all aspects of the fine and decorative art, displayed and used among some fifteen royal residences and former residences across the UK. The Royal Collection Trust is charged with the care and preservation of the Royal Collection and its presentation to the public. At The King's Galleries in London and Edinburgh, aspects of the Collection are displayed in a programme of temporary exhibitions. Many works from the Collection are on long-term loan to institutions throughout the UK, and short-term loans are regularly made to exhibitions around the world as part of a commitment to broaden public access and to show parts of the Collection in new contexts. The works of art in the Royal Collection are held by The King in trust for her successors and the nation.

Royal Collection Trust is responsible for the management and financial administration of the public opening of Buckingham Palace (including The King's Gallery, the Royal Mews and Clarence House), Windsor Castle (including Frogmore House) and the Palace of Holyroodhouse (including The King's Gallery). The monies generated from admissions, and from associated commercial activities are invested in the care and conservation of the Royal Collection and the promotion of access and enjoyment through exhibitions, publications, loans and educational activities.

The Retail department is responsible for generating income through sales of unique and exclusive products to visitors at Buckingham Palace, Windsor Castle and the Palace of Holyroodhouse, also online sales via royalcollectionshop.co.uk



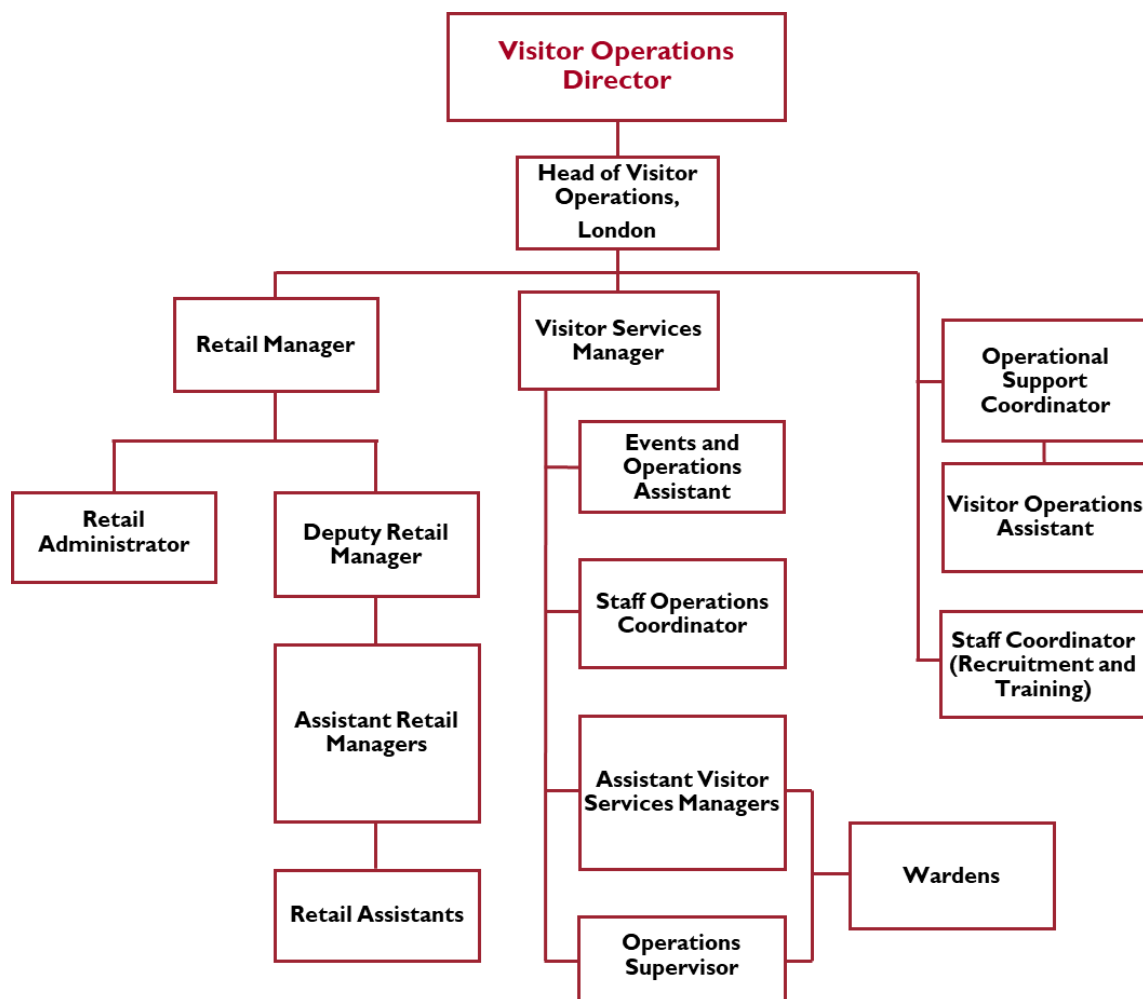
Royal Collection Trust, York House, St James's Palace, London SW1A 1BQ
T. +44 (0)20 7839 1377, F. +44 (0)20 7839 8168, www.royalcollection.org.uk

Royal Collection Enterprises Ltd is a company registered in England and Wales (2778486). Registered office: York House, St James's Palace, London SW1A 1BQ

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Organisational Chart



Job Purpose

To optimise the sales and profitability of the shops at Buckingham Palace through direct line management of the retail management team; ensure each location meets and exceeds its performance targets and delivers a standardised method of operations, presentation and procedures, plus the highest levels of customer service demanded by the Royal Collection Trust.



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Principal Accountabilities

Sales

- Ensure that retail sales are driven and optimised in each location and spend per visitor achieves or exceeds budgeted levels.
- Lead and maximise a profitable business.
- Ensure KPIs are set, monitored and communicated.
- Support and action central initiatives to increase sales, such as home delivery service and promotion of the online shop.
- Liaise with the central merchandising team and Head of Central Retail to ensure stock levels optimise sales.
- Be responsible for the preparation, set-up and target driven results of additional seasonal operations - including the summer opening shop and associated retail locations.
- Maintain awareness of market trends in the retail industry.
- Recommend and initiate changes to improve and move the business successfully forward by using data-driven decision making.
- Monitor sales and consumer responses at the sites and recommend any resulting ranges or product gaps to the central retail team.

Staff

- Be responsible for overseeing the selection, induction and training of retail management and staff in accordance with agreed budgets and Royal Household procedures.
- Train, develop and motivate the retail management team, ensure complete understanding of all operational requirements and delivery of the highest level of sales, service and customer care.
- Ensure a range of line management duties including staff consultation, counselling, performance management and annual development reviews are carried out effectively by the management team and escalated as required.
- Facilitate a culture of excellence and continuous improvement by encouraging open two-way communication throughout the team.
- Develop a culture of excellence and collaboration across the team that is visitor centric and enhances the visitor experience across the whole site breaking down departmental silos.

Operations

- Ensure that legal requirements, including Licencing, Sale of Alcohol, Trading Standards and Health, Safety and Security are communicated to management and staff and enforced at all times.
- Oversee the secure and safe operation of the shop floor and ensure accuracy and compliance by managers and staff in all retail procedures, including authorised stock movement, financial and audit processes and till and computer usage.
- Ensure shop floor visual presentation standards are fully implemented and consistently maintained on a daily basis to the required level to maximise sales.
- Ensure stock control measures are adhered to minimise losses and lead the annual stock take process on site.



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The Royal Household

- Ownership of the London Retail Operations budget; including the annual budget-setting process, conducting reforecasting as required and ensuring that all income and expenditure is in-line with agreed levels, flagging any variances and providing an associated action plan to the Head of Visitor Operations (London).
- To work with the Buying Department and Head of Central Retail in developing and installing new shop displays to promote new ranges and promotions and co-ordinate the purchase and management of all props to optimise presentation and display.
- Analysis and interpret trends to facilitate planning.

Job Dimensions

The post-holder has overall line-management responsibility for the Deputy Retail Manager, four Assistant Retail Managers, the Retail Administrator and 35 Retail Assistants, additionally nine Team Leaders and 80 Retail Assistants are recruited to support the uplift in seasonal trading locations. Collaboration with Central Retail and the Warehouse is key in the management of more than 1500 product options and an expected annual turnover in excess of £12m. Continued growth of the operation will necessitate partnerships with Catering and Ticketing and Sales to increase revenue streams.

Decision Making Responsibilities

The post-holder is expected to resolve all problems which occur on a day to day basis but may refer non-recurring problems to the Head of Visitor Operations, London

Practical Requirements

The post-holder will be based at Buckingham Palace but may, on occasion, be required to travel and work at other residences.

The standard working hours are 37.5 per week, five days out of seven, including weekend days. Owing to the nature of the job some additional early morning and evening work will be required throughout the year for Private Evening Tours, training events and other retail initiatives taking place.

The post-holder will be required to stand up for long periods and walk between on-site shop locations. The job is therefore physically demanding, however, consideration will be given to the requirements of the role and whether adjustments could be made to accommodate any disability.



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Person Specification

- A retail professional with a proven ability to drive sales through exceptional customer service and commercial focus.
- Enthusiastic and experienced in exceeding challenging sales targets and KPIs in target-driven customer-service environment, with previous experience of budgeting and target setting.
- Experienced in recruitment, training and development and performance management, with the capability to lead from the front and engender a culture of continuous improvement
- Excellent visual skills and the ability to design a display from scratch, source props and evaluate impact at profitability level.
- A genuine desire to work with people and a passion for delivering excellent customer service.
- Clear, confident communication skills and able to quickly build effective working relationships with a wide range of people.
- Reliable, flexible and able to work effectively and to deadlines in a busy retail environment.
- Proven numeracy and IT skills with a working knowledge of Outlook, Word and Excel.



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