



JOB DESCRIPTION

GIFT SHOP AND AIRPORT CONCESSION MANAGER



SAVING SPECIES FROM EXTINCTION | WWW.DURRELL.ORG

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REGISTERED COMPANY NUMBER 6448493 REGISTERED OFFICE c/o Intertrust Corporate Services (UK) Limited, 1 Bartholomew Lane, London, EC2N 2AX

JOB PURPOSE

To be responsible the leadership, planning and efficient day-to-day running of the Gift Shop at Jersey Zoo and Airport Concession in the departures lounge at Jersey Airport, motivating the retail team to provide excellent customer service to create a shopping experience that maximises sales opportunities, and enhances understanding of the wider work of Durrell Wildlife Conservation Trust.

**GIFT SHOP AND
AIRPORT CONCESSION
MANAGER**

DEPARTMENT
Commercial

REPORTS TO
Retail Operations Manager

CONTRACT
Permanent

LOCATION
Jersey

HOURS
Full time – 37.5 hours per week



KEY RESPONSIBILITIES

- Manage a team of permanent and casual staff across two locations.
- Be the primary point of contact for day-to-day shop administration.
- Appraising, recruiting, and training of retail shop staff.
- Work alongside the Admissions Manager and Charity Shop Manager to produce the retail staff rota and coordinate the holiday requests of the retail shop teams, paying particular attention to flight schedules to meet the higher level of demand from customers at peak times at our Airport Concession.
- Organise staff and resources to ensure the Gift Shop and Airport Concession are maintained to the highest standards of service, tidiness and cleanliness.
- Promptly respond to any customer complaints regarding unsatisfactory service and/or unsatisfactory quality of merchandise, including all refunds as appropriately requested from time to time by any customer.
- Use available reporting tools and stock management software to identify, investigate and resolve stock discrepancies on a regular basis and in a timely manner, updating the Retail Buyer and Retail Operations Manager when significant adjustments are required. This includes but is not limited to; negatives, crossovers, delivery discrepancies, transfer accuracy and completion, internal charging.
- Implement a clear goods in process and ensure the retail teams understand and adhere to this policy.
- Develop and implement a reference induction and training manual for new and current team members, with periodic reviews, feedback opportunities and updates. The Gift Shop and Airport Concession Manager should take full ownership of the induction and training programme for retail shop staff.
- Regularly check that all stock is barcoded, scans successfully, and is priced correctly before being made available for sale.
- Use available reporting tools to identify best-selling lines and ensure these are merchandised in primary positions. Liaise with the Retail Buyer to always maintain sufficient stock cover across both locations.
- Use available reporting tools to identify slow-selling lines and suggest appropriate actions to the Retail Buyer and Retail Operations Manager to either stimulate sales or discontinue and replace these lines.
- Proactively identify potential new suppliers and ensure they align with our values, mission and strategy.
- Provide regular feedback to the Retail Buyer with the aim of reducing the environmental impact of stock production, packaging and deliveries wherever possible.
- Create attractive and engaging product displays and develop merchandising guidelines for the retail shop teams, implementing training to ensure these guidelines are understood and adhered to, and that merchandising is standardised across both locations.
- Working with the Admissions Manager, maximise membership up-selling opportunities within the Visitor Centre and Gift Shop.
- Set and agree targets and KPI's for income generation with the Retail Operations Manager, including the conversion of paid admissions to memberships.
- Alongside the Retail Operations Manager, identify and proactively pursue external sales opportunities and partnerships, to increase retail income and awareness of Jersey Zoo and our concession at Jersey Airport.

- Ensure online retail orders are fulfilled in a timely manner and that the Gift Shop team are fully trained to carry out this task.
- Support the retail team with any customer queries and complaints.
- Collate and report on visitor feedback to all relevant stakeholders.
- Collaborate with Fundraising and Marketing to convert visits into long-term support of Durrell 's mission.
- Work with the Supporter Care team and Retail Operations Manager to develop the use of the membership software within in the Gift Shop and Airport Concession.
- Attend training sessions held by Ports of Jersey to develop skills and knowledge regarding the operational functions of the Airport and understanding of daily flight schedules, to promptly and courteously direct and assist passengers in and around the Airport.
- Propose action to the Retail Operations Manager for improvements in operations and visitor experience in the Gift Shop and Airport Concession.
- Maintain awareness of developments in the relevant retail wholesale sector, updating the Retail Operations Manager as required.
- Maintain and develop good channels of communication with Durrell clients and colleagues, local communities and organisations.
- Support Admissions, Memberships and Experiences, as well as any necessary administration in the absence of the Admissions Manager and Supervisor.
- Develop relationships and collaborate with retail teams at other zoos, to improve our shop experience, as well as our product range and profit margin.
- Occasionally attend local and off-island retail trade fairs, as well as other UK zoos.
- In the absence of the Admissions Manager, fulfil the role of Incident Coordinator in the event of an Animal Incident.
- Ensure Durrell Values are understood and adhered to by the gift shop team.
- Ensure Durrell Policies are understood and adhered to by the gift shop team.



KNOWLEDGE, SKILL AND ABILITY

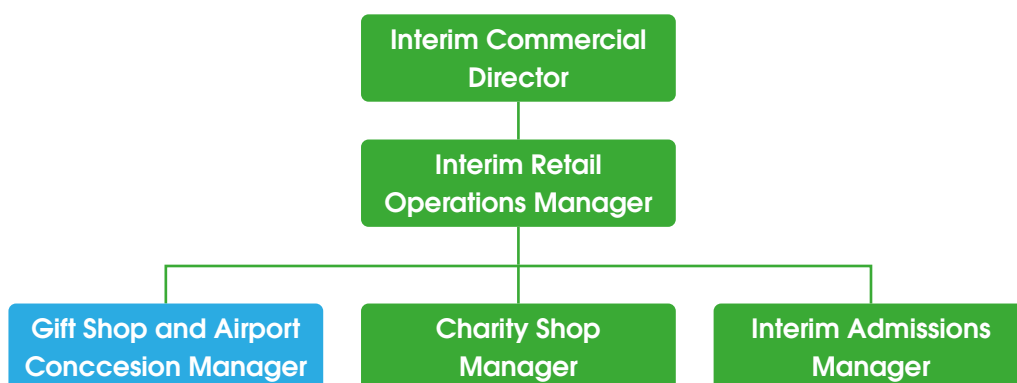
- Excellent communication and motivational skills.
- A proven service excellence leader.
- Capable of training, motivating and managing a small team.
- Able to interact with large numbers of visiting public.
- A clear communicator with an ability to deliver messages accurately and swiftly.
- An excellent telephone manner.
- High level of computer literacy, proficiency with Excel.
- A strong attention to detail and an ability to accurately identify and investigate discrepancies, particularly regarding deliveries, invoices and cashing up tills.
- Ability to work with peers and appreciate the challenges and pressures of other departments.
- A retail shop management background is essential.
- A retail visual merchandising background is preferred but not essential.
- Experience working with an e-commerce platform is preferred but not essential.



BEHAVIOUR AND VALUES

- An exceptional communicator and an inspirational Line Manager of a passionate and knowledgeable team.
 - Promotes a team spirited, inclusive and supportive approach.
 - Excellent organisational skills.
 - Ability to react to unexpected operational challenges in a calm, efficient and professional manner and tackle problems to ensure satisfactory resolution.
 - Works collaboratively with all stakeholders.
 - Possesses a strong customer service ethos and builds good working relationships.
 - Accountable for own responsibilities and sets a positive example to others.
 - Ability to engage professionally with senior stakeholders and influence in a positive manner.
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TEAM ORGANOGRAM



INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



**A centre of excellence
in animal husbandry,
research, training and
education**



**Training future
conservation practitioners
and monitoring and
evaluating conservation
science which underpins
all Durrell activities**



**Conservation action
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

OUR VALUES

PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

ACCOUNTABLE

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

