



**Job title:** Retail Manager

**Contract Type:** Permanent

**Hours:** 37.5 per week (including Bank Holidays, weekends and evenings)

**Salary:** Up to £30,000 per annum dependent on experience

**Reporting to:** Head of Commercial Operations

A new and exciting opportunity has arisen to lead the Retail shop operation at The Silverstone Experience, opening in late **spring** 2019.

### **Summary of The Silverstone Experience**

**Silverstone has been synonymous with motor racing since the mid-20th century. It is now one of the most famous sporting venues in the world. However, Silverstone has a much wider story to tell and its place in history was established well before the circuit was even constructed. The Silverstone Experience will tell the 'whole' Silverstone story – one that can only be experienced by visiting the site itself and interacting with the multi-layered stories that are woven into the fabric of the modern racing circuit.**

**Through the creation of The Silverstone Experience as a centre of focus and understanding, with extensive exhibition spaces, a Collections and Research Centre, Learning Studio and a series of site tours, programmes and activities, the heritage of Silverstone can reach a far wider audience than before and ultimately cement its position as the centre for British motor sport heritage.**

The project will open in the spring of 2019 and is set to attract over half a million visitors in its first twelve months of operation.

The project vision is to bring the extensive heritage of Silverstone and British motor racing to life through the creation of a dynamic, interactive and educational visitor experience. **Job**

### **Description**

#### **Job Purpose**

You will lead The Silverstone Experience Retail shop operation as well as being part of our Duty Management Team. You will ensure that our shop is commercially successful and exceeds our visitors' expectations by managing a small team of retail staff. You will make the shop an integral part of the visitor experience and make sure it reflects the values and ethos of Silverstone and British motorsport. You will effectively stock and merchandise products to achieve stretching financial targets, maximising income and profitability.

#### **Key Responsibilities**

**Responsible for:** Line management of the retail team - Retail Team Leader, Retail Team Members,

**Financial Responsibility:** Retail profit as defined in annual budget and forecast



**Area of Impact:** Responsible for delivering the Retail Plan

**Nature of Impact:** Manages the day to day operations of the Silverstone Experience shop using experience and following operational guidelines. Supports delivery of wider commercial activity.

**Working environment:** Matrix management required on occasion as well as close liaison with Silverstone Circuit Ltd, British Racing Drivers Club, Heritage Lottery Fund and commercial partners.

**Managing Financial Performance:** Contribute to setting and achieving stretching financial targets. You will train your team to have outstanding product knowledge and upsell to drive the Average Transaction Value upwards.

**Maximising the Visitor Experience:** Strive to deliver a culture of exceptional customer service. You will maintain high standards of presentation and merchandising to create visually enticing displays with a sense of retail theatre.

**Developing The Business:** Seek ways to grow income and profit through harnessing ideas from your team, your peers and customer feedback.

**Managing Your Team:** Create a great place for your team to work, recruiting, coaching and supporting talented and enthusiastic people. You will give your team clear objectives and regular feedback reviews and appropriate performance management.

**Managing Risk:** Ensure that your team complies with procedures to minimise risk to staff, visitors and contractors. You will identify and manage risks to protect profit e.g. stock control, cash handling and take action to ensure compliance with TSE policy and procedures / legislation.

**Delivering the Silverstone Experience:** Ensure that everything we do reflects, protects and promotes the past, present and future of Silverstone – the home of British motorsport.

Undertake any other duties as may be reasonably requested by the line manager.

Actively follow all SHL policies.

**Person Specification**

<b>Selection Criteria</b>	<b>Essential (E) Or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Reference (R)</b>
<b>Qualifications</b>		
GCSE English and Maths – Grade C and above	<b>E</b>	<b>A</b>
Degree Level Qualification in related discipline	<b>D</b>	<b>A</b>
<b>Experience, Knowledge and Skills</b>		
A minimum of two years retail management experience in a high profile , high quality retail operation	<b>E</b>	<b>A</b>
Knowledge and experience of first class retail skills including stock and order processing, selling and merchandising and effective planning and space management.	<b>E</b>	<b>A/I</b>
Excellent people skills building strong relationships and resilient and successful teams.	<b>E</b>	<b>A/I</b>
Experience of budgeting and good financial acumen to maximise sales and minimise costs.	<b>E</b>	<b>A/I</b>
Knowledge of Health and Safety compliance requirements.	<b>D</b>	<b>A/I</b>
Proven experience of stock management systems/best practice.	<b>E</b>	<b>A/I</b>
Competence in IT skills and experience of PC based retail systems.	<b>E</b>	<b>A/I</b>
Ability to identify opportunities to develop and grow the retail offer/experience.	<b>D</b>	<b>A/I</b>

Ability to use digital social media in conjunction with the marketing team to create and deliver compelling retail related content.	<b>D</b>	<b>A/I</b>
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**Essential Requirements** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

**To apply please send a covering letter including your salary expectations and current notice period with your CV to [recruitment@silverstone-experience.co.uk](mailto:recruitment@silverstone-experience.co.uk) by 5pm Friday 5<sup>th</sup> April 2019.**

**Interviews to be held week commencing 8<sup>th</sup> April 2019 and we are looking to appoint the successful candidate from w/c 29<sup>th</sup> April 2019.**