



THE TANK MUSEUM

Retail & Admissions Manager

Role Description

The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.

The museum houses some 300 vehicles, representing every major conflict since the First World War. Our moving exhibitions tell the story of this British invention; from the mud of the Somme, to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Around 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from across the globe. The Tank Museum has a global online reach, with a large supporter base and following on a range of social media platforms.

This is underpinned by the outstanding national importance of The Tank Museum's collections and the expertise of those who care for them. Alongside vehicles, the collections include medals, images, documents, personal papers, books, weapons and memorabilia.

The museum is situated in Bovington which is regarded as the 'home of the tank', as it was here that some of the first tank crews were trained during the First World War. It remains home to the Royal Armoured Corps today. The museum was founded in 1923 as a teaching resource for the Tank Corps. Over the past decade, the museum has transformed itself into a leading 21st century military museum.

As museum of the Royal Tank Regiment and Royal Armoured Corps, The Tank Museum is a registered charity which has been part of Arts Council England's National Portfolio since 2018.

Front of House

The admissions area and shop are an important part of the organisation acting as the first point of contact for visitors and a central information centre to the Museum. With over 200,000 visitors coming through Admissions and the shop every year this is a key customer touch point.

The Museum shop and online sales generate considerable profit which services other areas of our Museum functions. The Museum shop stocks a vast array of gifts and military memorabilia for the onsite & online audience. In particular online sales have recently grown considerably to form a substantial part of the business. The Tank Museum Shop and online products have become a well-known, popular and strong brand.

The Retail & Admissions Manager is a key role in the organisation leading the Front of House, admissions and retail function. Working in collaboration with the Head of Commercial Operations and senior management team to ensure all commercial opportunities are maximised. The role is accountable for developing strategic initiatives and plans that grow profitability, and providing world class customer service to our visitors. This is an innovative and creative role involving product development, sourcing and buying merchandise within financial budgets, ensuring a workable cash flow and stock control.

Role Profile

Role Title	Retail & Admissions Manager
Department	Commercial
Key Relationships	Head of Commercial Operations, Visitor Services Operations Manager, Visitor Services Senior Assistant's, Head of Marketing & Engagement
Overall Role Purpose	To oversee the FOH and visitor services function. Primarily responsible in leading Retail Development for both onsite and online sales. This is a strategic and innovative role working closely with the Head of Commercial Operations and members of the senior management team in creating and developing the product range and brand. Sourcing and buying retail product, providing a coherent product development cycle to maximise profits and give the best possible visitor experience. Providing Merchandising planning and solutions to the Marketing and Visitor Services team. Responsible for the negotiation of procurement working to sales budgets and KPI profit margins.
Key Accountabilities	<p>Buying & Merchandising</p> <ul style="list-style-type: none"> Responsible for purchasing stock including sourcing new unique and off the shelf stock, attending trade shows and merchandising events. Responsible for stock control and pricing Responsible for Merchandise planning & solutions online & onsite Working & developing ways to control stock cash flow in collaboration with the Head of Commercial Operations Promotional strategy development to ensure a calendar of retail events are in place to maximise Tank Museum Events and seasonal changes. <p>Financial</p> <ul style="list-style-type: none"> Full profit and loss responsibility for The Trading Company Set and agree strategies with the Head of Commercial Operations and Head of Finance. Ensuring that the Trading Company Shop achieves its financial budgets. Responsible for implementing all financial procedures within the admissions shop and online ticketing system. Ensuring that all financial transactions are accurately recorded and procedures adhered to by all staff. <p>Staffing</p> <ul style="list-style-type: none"> Development of a multi layered Training Plan across Online & Onsite Ensuring staff deliver the highest levels of customer service. Staff appraisals Maintaining compliance with Museum policies <p>Operations</p> <ul style="list-style-type: none"> To act as the Weekend Duty Manager as part of a rota and be able to support evening events as Duty Manager Support the Events Team in the setup and operation of Visitor events. Ensure there is a process for admissions to be carried out in a timely manner focusing on Gift Aid and guidebook penetration rates Development and adherence to department standard operating procedures (SOPs).
	The duties and responsibilities in this job are not restrictive and the post holder may be required to on occasion undertake other duties. This will not substantially change the nature of the post.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Good standard of education 	<ul style="list-style-type: none"> • Relevant degree or retail management qualification
Experience	<ul style="list-style-type: none"> • Experience of managing a retail operation with Buying & Merchandising experience 	<ul style="list-style-type: none"> • Experience with Epos and ticketing • Experience of running an online shop in some capacity
Knowledge & Skills	<ul style="list-style-type: none"> • High level of leadership experience • Strong commercial and financial acumen with the ability to drive efficiencies. • The ability to lead excellent customer service. • Retail and merchandising skills • Product development skills • Strong negotiation and procurement skills 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare
Personal aptitude	<ul style="list-style-type: none"> • The ability to lead a successful team • Innovative and creative • The ability to communicate well with internal and external contacts. • Flexible • Attention to detail and accuracy • Well organised 	
Disposition	<ul style="list-style-type: none"> • Be positive and committed 	
Other requirements	<ul style="list-style-type: none"> • Flexibility to work weekends, bank holidays and special events when required 	