



THE TANK MUSEUM

Retail and Visitor Services Assistant

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 tanks, which represent moments in 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.

Over 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from around the world.

The collections of this Accredited and Nationally Styled Museum (which include weapons, uniforms, memorabilia, documents, personal papers, images, and books - alongside the vehicles themselves) are Designated as being of outstanding national importance.

Additionally, The Tank Museum's Archive and Library is a recognised place of deposit for the National Archive.

Over the past decade, the museum has transformed itself into a leading 21st century military museum and first-class visitor attraction, capitalising on its online reach to develop a supporter base across the globe.

The Tank Museum was founded in 1923 as a teaching resource for the Tank Corps. They had made their home in Bovington during the First World War, and it was here that many of the first tank crews were trained.

Bovington remains home to The Royal Armoured Corps - and The Tank Museum is an independent registered charity which is the museum of both the Royal Armoured Corps and the Royal Tank Regiment.

Our Values

The values of The Tank Museum underpin the work of our team. Whilst there are a great variety of roles, specialisms and professions across the organisation, we all share a common approach in our mission to tell the story of the tank and the people that serve in them.

- **We are PASSIONATE.** We are authoritative and driven and we display this daily with our enthusiastic and rigorous approach to work.
- **We are AMBITIOUS.** Driven by an aspiration to be the best, we strive to be better. We channel our creativity and competitiveness to make us innovative, forward thinking and flexible to challenges.

- **We CARE.** We work hard because we believe in the cause of the organisation. We are welcoming and friendly to all our visitors. We are inclusive, fair and considerate of each other, showing great respect for our collections and for the stories we tell.
- **We display INTEGRITY.** We are knowledgeable about our subject and professional in the way in which we conduct our business. We act responsibly and embrace responsibility. Our ethical grounding guides us to do the right thing by our audiences, our supporters, our collections and by each other.

Commercial Operations – Retail and Visitor Services

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 220,000 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. The Museum shop stocks a vast array of gifts and military memorabilia for the onsite & online audience. Online sales have recently grown considerably to form a substantial part of the business, taking more money than our onsite shop. The Tank Museum Online Shop has become a well-known, popular, and strong brand in the heritage sector and is going from strength to strength.

Role Profile

Role Title	Retail and Visitor Services Assistant
Department	Commercial Operations – Retail and Visitor Services
Key Relationships	Retail and Visitor Services Development Manager, Retail and Visitor Services Operations Manager, Senior Retail and Visitor Services Assistants, Senior Buyers, Head of Visitor Experience, Visitor Experience Department
Overall Role Purpose	Supporting the Retail and Visitor Services Development Manager, Retail and Visitor Services Operations Manager and Senior Retail and Visitor Services Assistants in providing the best possible experience for all visitors, onsite or online, ensuring that admissions and shop operate to the highest standard and profitability.
Key Accountabilities	<p>As a Retail and Visitor Services Assistant you will be putting your excellent people skills to the best possible use. Whether helping visitors on site, maintaining our stock holding or fulfilling online orders, you will be a vital member of the Retail and Visitor Services team. Amongst a varied role, duties will include (but not limited to): -</p> <ul style="list-style-type: none"> • Provide a high level of customer service, whether it is in person, on the phone or by email. • Liaising with other museum departments and supporting them to help with the smooth running of the Museum. • Supporting the wider Commercial Team in the operation and delivery of Visitor Events. • Ensuring admissions, stock room and retail areas are always tidy and free of clutter. • Participate in inventory counts. • Helping to set up and deliver activities and pop-up shops during event days and school holidays. <p>You will be a specialist in one of the following areas and build generalist knowledge of the others to support the wider Retail and Visitor Services Team.</p> <p><u>Front of House</u></p> <ul style="list-style-type: none"> • Actively promote and upsell retail products, admission tickets and event tickets, including Membership, Guidebook sales, Gift Aid, Accessibility etc. Providing product information, recommendations, and assistance with purchases when required. • Address customer enquiries and concerns promptly and professionally, on the phone and in person. • Ensuring stock is correctly priced and merchandised within the shop, working with the staff in the stock areas. • Operate tills and process transactions accurately adhering to our procedures. • Key duties involve proficient cash handling; including cashing up tills at the end of shifts to ensure accurate reconciliation and reporting.

	<p><u>Stock Areas</u></p> <ul style="list-style-type: none"> • Receive incoming deliveries of stock and verify contents against purchase orders. Unpack boxes, inspect items for damage or defects, and record received quantities. • Ensuring all incoming stock is added to our inventory as quickly and efficiently as possible. • Add and maintain stock on our online shopping platform. • Label and organise products for storage in the stockroom and maintain a clean, orderly, and efficient stockroom layout. • Prepare merchandise for replenishment on the shop floor by ensuring stock is correctly priced and barcoded. • Using appropriate equipment or methods to assist with transporting stock from the stockroom to the shop floor and helping to restock the shop to maintain an attractive and organised store environment. • Communicate effectively with the Senior Retail and Visitor Services Assistants, Senior Buyers and management regarding stock availability, inventory discrepancies, and damages. • Rotate stock as needed to ensure older inventory is brought forward and easily accessible. • Maintaining a good working relationship with delivery companies and suppliers. • From time to time, you may be asked to support the Senior Buyers with stock queries, buying and delivery administration. <p><u>Online Fulfilment</u></p> <ul style="list-style-type: none"> • Process online orders accurately and efficiently using our systems. • Pick merchandise from the shop floor or stock areas based on order requirements. • Pack items securely for shipping, ensuring proper packaging and labelling to ensure a timely shipment. • Generate shipping labels and documentation accurately. • Respond to customer enquiries related to online orders, shipping status, and product availability. • Maintaining the stock levels and merchandising standard of the bookshop. • From time to time, you may be asked to support the Senior Buyers with stock queries, buying and delivery administration.
	<p>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.</p>

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Good standard of education 	
Experience	<ul style="list-style-type: none"> • Experience of working in a customer service operation 	<ul style="list-style-type: none"> • Experience of working in a sales or retail environment • Experience of working in a heritage setting
Knowledge & Skills	<ul style="list-style-type: none"> • The ability to handle cash transactions • Good customer service skills • Good people skills 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare
Personal aptitude & skills	<ul style="list-style-type: none"> • The ability to communicate well with visitors both onsite and online • Strong team player with the ability to work successfully with other departments • Flexible and willing to work to complete various tasks within the department • Attention to detail and accuracy • Well organised • To be smart in appearance and always wear The Tank Museum uniform • Ability to complete administration on a computer to a basic level 	<ul style="list-style-type: none"> • Creative flair
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 	