

GSA Enterprises Ltd Job Description

Job Title

Retail Supervisor

Reports To

Primary: Retail Buying and Operations Manager
Secondary: Communications and E-commerce Manager / Tour Interpretation and Programme Manager / Commercial Development and General Manager

Job Purpose

Ensure the smooth running, quality and profitability of the GSA Shop through the effective supervision and support of operations, including leadership of the retail team on the shop floor.

Support the ongoing development of GSAE through assisting to deliver retail strategies, ensuring that the retail team performs to the best of their abilities, with a primary focus on sales and customer service. Play a key role in the efficient delivery of GSAE's operational plans within budgetary parameters.

Lead by example to support GSAE's retail team in consistently delivering a unique, authentic, innovative and impressive retail experience at The Glasgow School of Art, across the heritage shop, design shop, online shop and ticketing point.

Person Specification

- Practical, professional, customer focused and commercially driven.
- Excellent leadership, communication, organisational, team leading, interpersonal, timekeeping, problem solving, customer service and selling skills.
- Warm, open, friendly, confident, supportive, flexible, cheerful and well presented.
- A 'can do' attitude, energetic, proactive, self motivated and hardworking.
- Unflappable and able to maintain a calm working environment and team productivity whilst working under pressure. Resourceful and able to use own initiative to motivate team during quieter periods.
- Accurate, precise, close attention to detail in every aspect of work.
- Retail experience including supervisory duties, effective use of sales and stock control systems, visual merchandising, electronic cash handling systems and administration.
- Willingness to learn new skills, take on challenges and develop professionally with the growth of GSAE.

- Interest in art, design and architecture essential, knowledge of Charles Rennie Mackintosh's work and workings of the GSA also advantageous.

Specific Duties and Responsibilities

Customer Service

Ensure that the customer remains the priority of the retail team at all times. Deliver exceptional customer service in person, over the telephone and via email.

Ensure the highest standard of customer service is delivered by the retail team, leading by example. Deal effectively with comments and queries from colleagues and customers and support colleagues to consistently exceed customer expectations. Liaise with line managers over any concerns or inconsistencies in team performance.

Sales

Support the retail team to ensure that every customer is assisted to maximise spending during their visit, in order to grow GSAE's financial contribution to the GSA. Ensure that achieving sale targets remains the primary objective of the retail team.

Use your initiative to calculate and communicate regular sales targets amongst the retail team and achieve these by taking a proactive approach towards selling and supporting colleagues to implement sales techniques. Highlight the importance of targets and the effectiveness of sales techniques in increasing the daily spend per visitor. Maximise visitor numbers to the School by supporting the team to convert all nature of enquiries into sales effectively.

Process in store and online purchases accurately and promptly, taking into account card and cash handling security policies and ensuring the highest standards of packaging and presentation.

Boost retail sales by assisting with ecommerce; day to day customer service, overseeing fulfillment, stock management, monthly reconciliation, creating content and driving traffic towards the online shop.

Assist the Retail Buying and Operations Manager in regularly analysing and interpreting sales reports and work closely together to implement changes on the shop floor to improve GSAE's performance.

Visual Merchandising

Assist the Retail Buying and Operations Manager and support the team to display and maintain merchandise to encourage maximum spend per customer. Regularly review layout and stock profiles together to improve performance and profitability.

Acting as a key part of the team, lead colleagues to deliver excellent standards of cleaning and maintenance and ensure an extremely high standard of housekeeping is maintained in all GSAE managed areas. Liaise with line managers and GSA's Estates department to obtain additional support as necessary.

Assist the Retail Buying and Operations Manager / Communications and E-commerce Manager in executing window changes and in creating new displays using point of sale and display equipment and product and hanging or applying new signage and vinyl décor.

Administration & Communications

Ensure that all performance reporting, paper work and administration is completed and distributed accurately, appropriately and on time through the effective supervision and support of colleagues, in conjunction with the Retail Buying and Operations Manager.

Implement and maximise the effectiveness of promotions using the appropriate marketing tools and ensure that the retail team communicate the offer to customers.

Help the Communications and E-commerce Manager in ad hoc tasks such as flyer distribution, special events and administrative tasks. Assist where needed in communicating key messages for GSAE and the School.

Ensure the retail team process customer, online and mail order enquiries for all products promptly and accurately.

Supervise and support the team in cash handling, reconciliation and banking duties, and perform weekly reconciliation of sales accurately and efficiently, advising line managers of any concerns or inconsistencies.

Ensure the operation of an EPOS system is performed accurately and efficiently, assisting the Retail Buying and Operations Manager to update systems as required.

Work closely with line managers to ensure staffing structures and processes designed for the shop floor are implemented, understood and performed effectively by the retail team, whilst encouraging staff to take the initiative for continually improving standards and performance.

Supervise timekeeping on the shop floor and take responsibility for prioritising and timing daily tasks appropriately, to ensure customer service standards are maintained, and allocating specific responsibilities to team members. Organise and monitor staff breaks in accordance with levels of footfall each day.

Ensure clear, efficient and continuous written and verbal communication between team members and between the back office and shop floor. Participate in team and management meetings as required.

Assist in gathering, recording, compiling, analysing and reporting customer feedback on all aspects of the retail and visitor experience.

Work with the Retail Buying and Operations Manager to ensure that the retail team is equipped with everything required to provide excellent customer service to all visitor groups and to achieve sales targets and to accurately and clearly present this information.

Supervise and support the retail team in dealing with any difficult situations or complaints, ensuring that the correct course of action is taken and senior managers involved as appropriate, to ensure matters are brought to a satisfactory conclusion in a timely fashion.

Product

Develop an in depth knowledge of all of GSAE's retail, tour and other products. Identify specific features and benefits relevant to the visitor experience, ensuring that the retail team is equipped to communicate relevant information to customers as a matter of course.

Ensure that stock deliveries are unpacked appropriately and with minimal disruption to the shop floor and customer experience, checked off accurately and relayed to the back office swiftly.

Assist in creating barcode labels and point of sale information, supervise the retail team in labeling products efficiently and displaying on the floor for sale swiftly to maximise sales.

In conjunction with the Retail Buying and Operations Manager, lead the retail team in checking sales and stock levels for all products regularly and support colleagues in efficient stock replenishment. Suggest and place orders with suppliers with the support of your line manager.

Identify trends in customer requests and gaps in merchandise ranges and assist in new product selection, range planning and product development. Establish strong supplier relationships for the mutual aim of increasing revenue and profit.

Support the Retail Buying and Operations Manager to carry out accurate stock takes with the team, as and when required.

Tours

Assist in organising and operating an efficient tour schedule and supervise and support Tour Guides in their performance / behavior on the shop floor, communicating any concerns or inconsistencies to line managers.

Communicate any concerns over tour standards and liaise with the Retail Buying and Operations Manager and Tour Interpretation and Programme Manager to continuously improve the visitor experience of tours both on a short and long term basis.

Support the retail team and lead by example in responding efficiently and courteously to all tour enquiries, in person, by email and by telephone (internal and external customers), ensuring the highest levels of customer service at all times.

Liaising with GSA's front of house teams regarding private tours / large groups / changes to tour times etc and liaising with GSA's departments cooperatively to ensure the smooth running of the tours and a joined up visitor experience.

Assist as required in checking the tour route and ensuring the security of spaces within the building, leading the retail team in the daily recording and monitoring the use of Tour Guide key sets and resource packs.

Supervise and support the retail team in organising tour ticket allocation, collecting payment for tour tickets, recording visitor numbers and recording tour guides activity accurately.

Events & Venue Hire

Participate in the planning and supervise the execution of promotional activities, events and external venue hire as required, to enhance turnover, encourage customer loyalty and introduce new audiences to the GSA Shop, tours and the Mackintosh and Reid buildings at the GSA.

Training and development

Identify training needs within the retail team, developing the skills of team members with ad hoc one to one support and encouragement, and collaborating with the Retail Buying and Operations Manager to deliver formal training and development activities. Assist in inducting and training new team members.

Support retail staff in developing appropriate behaviors and routines during both quiet and busy periods of trade, and promote the ongoing development of the retail team as a whole.

Assist in organising regular meetings and training events for GSAE's teams and participate in training and development sessions to ensure appropriate and useful knowledge is gained with the aim of furthering your ability and career.

Health and Safety

Ensure that the duties and responsibilities as defined in the company's Health and Safety Policy are implemented within the sphere of operation of the post with particular reference at all times to the health and safety of employees, members of the public and visitors.

Security

Maintain the security of the shop and GSAE managed areas at all times, stressing the importance of this role and supervising colleagues to do the same. Report any concerns or inconsistencies to the Retail Buying and Operations Manager. Ensure that start and end of day routines and daily procedures are performed effectively by the retail team to maintain the safety and security of GSAE staff, cash, equipment and stock as well as payment card data and sensitive information.

Other

Any other duties, projects or assignments appropriate to the post and in line with the needs of GSAE's various strands of business to ensure continuity of GSAE as a small business.

Relationships

Internal Contacts:

GSAE Directors, Commercial Development and General Manager, Retail Buying and Operations Manager, Retail Supervisors, Tour Interpretation and Programme Manager, Communications and E-commerce Manager, Tour Guides, Sales Assistants. GSA academic and support staff.

External Contacts:

Retail customers, tour participants, exhibition visitors, event delegates, suppliers, tour operators/guides, journalists, film crews, contractors, city promoters, staff from associated venues and attractions.

Terms & Conditions

Contract:	Permanent
Probationary period:	6 months
Salary:	£9.42 per hour, paid weekly by bank transfer.
Hours:	Various.
Holidays:	30 days pro rata, including bank and public holidays, rising to 35 days after 3 years' continuous employment. Holiday pay is accrued with hours worked. Holiday pay is currently issued on a quarterly basis to hourly paid staff.
Notice period:	2 months
Disclosure Scotland:	All posts at Glasgow School of Art Enterprises Ltd are subject to a Disclosure Scotland background check.