

**NATIONAL BOTANIC GARDEN OF WALES**  
**GARDD FOTANEG GENEDLAETHOL CYMRU**  
**Job Description**

<b>Post Title</b>	Head of Trading and Admissions
<b>Grade</b>	Manager
<b>Department</b>	Commercial
<b>Reports to</b>	Director
<b>Responsible for</b>	Retailing throughout the Garden (plants and gifts) and the gatehouse/admissions
<b>Post Reference*</b>	

**OUTLINE purpose of the role**

This is an important income-generating role in the Commercial Management Team which supports the Garden's core mission, ethos, and ongoing success. Working proactively, both strategically and operationally, with a high degree of independent responsibility and accountability the role is expected to maximise retail sales, turn-over, margins, profitability, and reputation of the Garden through developing and improving procurement and management of the product range and retail business across the Garden. This includes the Gatehouse, retail shop, Plant sales, E-commerce/sales, and development areas such as the Gallery and Sculpture Garden. It applies currently, as well as in relation to potential new or future developments.

Managing a small team, and working both closely and collaboratively with others at all levels, the Head of Trading and Admissions is responsible for setting and achieving high standards of customer service and reputation and encouraging visitor enjoyment. In all aspects of the role, building excellent relationships with others inside and beyond the Garden is expected.

**A. General Responsibilities and Accountabilities**

1. Contributing to the formulation and delivery of the Garden's commercial strategy and plan, the achievement of targets both financial and in visitor numbers and the preparation and management of budgets.
2. Managing and motivating the gatehouse and retail team so as to generate profits, from a quality service and offer that enhances the reputation of the Garden.
3. Developing and building positive existing and new relationships inside and beyond the Garden at all levels. This includes building strategic collaborations with partners and organisations such stakeholders, funders, suppliers, and partners at other venues and visitor attractions.
4. Manage, monitor, and report on budgets both in detail and overview.

## **B. Specific responsibilities**

5. Delivering successful and profitable sales contributions and margins in line with, or exceeding forecast and budgets. This includes researching, developing and presenting new and innovative ideas and approaches to leverage trading success upwards.
6. Managing the gatehouse function to maximise the visitors experience on entering the Garden, provide full and accurate information to the visitor and to maximise the revenue opportunities (including gift aid) at the point of entry.
7. Managing and improving sourcing, and supplier/buying negotiation, for new and existing products to maximise sales. Developing and maintaining an up-to-date and effective contacts list of suppliers and others for retail operations.
8. Participating actively 'hands-on' as part of on-floor trading team (probably approx 50% fte) and both dealing with and responding to visitor/customer enquiries, comments, and complaints.
9. Managing strategic and category ranging, pricing, and promotional activity effectively to meet corporate needs, targets, and deadlines. This includes understanding and applying VAT and Gift Aid accurately and appropriately.
10. Developing NBGW branding, and supporting corporate positioning on sustainability and the environment. Monitoring, analysing and reviewing customer feedback and sales to inform future planning and decision making.
11. Producing and interpreting weekly visitor and trading detail, and reporting for management and organisational purposes. Advising the Director and Head of Finance on trading and admission matters, and contributing to organisational strategic planning in this function area.
12. Day to day line management of NBGW staff. Leading, managing, and developing direct reports to understand and achieve Key Performance Indicators. Recruiting, reviewing, counselling, and appraising retail staff on an ongoing basis.
13. Liaising and working with the Volunteer co-ordinator to recruit and motivate volunteers assisting in the retail area, and with the Membership officer to promote the retail offer.
14. Reviewing new trading and admission opportunities to broaden the appeal of the Garden and increase visitors and sales per visitor. This includes introducing and managing a viable e-commerce operation for online product and ticket sales
15. Working proactively and creatively with others in the management team, and across the Garden to develop and support communication and cooperation across all departments.
16. Organising and co-ordinating effective goods-inward management, HSE compliance, and regular, effective, stock-taking procedures. Ensuring products sold meet statutory and best-practice trading standards requirements and HSE compliance.
17. Creating and building effective relationships and understandings with others specifically including, but not limited to, suppliers, customers, members, and similar. Representing the Garden, when necessary, in respect of trading matters and marketing.
18. Helping to bring value added commercial income to the Garden wherever possible through additional visitor and retail sales and linkage, and co-ordination with others.

**C. Other General Duties**

19. Participate actively and collaboratively as a member of the Duty Manager rota team to ensure necessary levels of weekend/holiday management cover is provided at all times.
20. Contribute, as a member of the Garden staff team, to any activities or duties that support and promote the Garden, and help in its smooth day-to-day running and its overall success.
21. Such other duties as from time to time will be allocated.

This description sets out the current duties which may be varied from time to time in line with organisational need.

## PERSON SPECIFICATION

- Specified below are the criteria considered necessary to fulfil the role.
- This information is made openly available to applicants and will form the basis for the recruitment and selection process.
- Only those applicants who meet these criteria adequately will be considered.

	Criteria and evidence expected:	Method of Assessment		
		Paper application	Interview	Occupational assessment
	Education/Qualifications Knowledge/Experience Competencies/abilities			
	<b>Essential Criteria</b>			
1	Educated to degree level or equivalent with at least 5 years proven performance in a senior retail and commercial role.	√	√	
2	Proven organisational ability and keen attention to detail, capable of working to a high level of individual responsibility and accountability with minimal supervision.	√	√	√
3	Excellent communication skills: oral, written, and interpersonal with well developed sense of customer focus.	√	√	√
4	High level keyboard skills and IT competence, including word processing, email, Excel, data input and collation, stock control systems and database management.	√	√	√
5	High level of financial numeracy and data analysis competency, confident at reviewing and reporting on retail performance and figures.	√	√	
6	Evidence of ability to co-ordinate well with others, e.g. cross-functionally both within and beyond the organisation.	√	√	
7	Proven and astute negotiator with keen awareness of business needs, pressures, imperatives, and goals of a small and lean organisation.	√	√	
9	Evidence of capability as an effective manager and team player with positive leadership skills, and 'can do' attitude.	√	√	
	<b>Desirable Criteria</b>			
8	Commitment to the people, language and culture of Wales, and to the ethos and objectives of the Garden. Preferably able to speak Welsh with reasonable fluency.	√	√	
9	Knowledge of, and interest in, the Tourism sector	√	√	
10	Ability and willingness to work flexibly in relation to working times/days	√	√	

