

**Head of Retail**

**JOB DESCRIPTION**

**Job title**: Head of Retail

**Based**: The Old Police House, London, Hyde Park, W2 2UH with travel to all parks

**Salary**: £60,000 - £65,000 per annum, depending on experience

**Terms**: Permanent contract on a full-time basis, 36 hours per week, this role will require evening and weekend work. There is an element of hybrid working, but this is based on operational requirements.

26 days annual leave plus public holidays increasing to 29 days after 3 years’ service.

A pension scheme and healthcare plan are available.

**Reporting to:** Deputy Commercial Director

**Responsible for:** Buying and Development Manager, Senior Merchandiser, Ecommerce Manager, Retail Manager, Retail Marketing Manager

**Internal relationships:** Commercial Directorate, Senior Leadership Team and colleagues around the organisation.

**External relationships:** Multi-Agency Partners, External Agencies, Industry Peers, Stakeholder Groups, Legal Partners, Third Party Suppliers.

**BACKGROUND**

The Royal Parks (TRP) is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James’s Park, The Regent’s Park and Primrose Hill, Greenwich Park, Richmond Park, and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

TRP launched its first flagship retail shop in Hyde Park, in July 2023. In line with our ambitious 10-year retail strategy the retail function is expected to grow substantially in the coming years with the introduction of pop ups e-bikes in May 2024 and launch of an ecommerce shop in September 2024, additional physical retail locations, and brand licensing are programmed to be introduced as part of the long term strategy.

TRP is seeking an experienced Head of Retail to drive and develop our retail strategy and lead the retail operation into the future.

**JOB PURPOSE**

The Head of Retail, together with the Deputy Commercial Director, has strategic responsibility and oversight for the delivery of the overarching retail function, reporting into the Executive Committee, CEO, Trading Company, and Board of Trustees as required.

This senior role will be accountable for the development and execution of the retail strategy, in line with the wider organisational strategy, across TRP, leading the retail team, and shaping the future direction for buying and merchandising, retail operations, ecommerce, and brand licensing.   
  
The Head of Retail will be responsible for strategic and sustainable development of a multi-channel retail function, alongside developing and leading the retail operations to the highest standards while maximising income, profit and retail brand awareness. As well as looking at the strategic approach to resource and to consider the required skills to achieve the retail strategy.  
  
The Head of Retail will effectively manage people, resources, and budgets across all retail activity, meeting agreed targets and objectives as well as working collaboratively across TRP. This role will form a key part of the Commercial Directorates Senior Management team.

**MAIN DUTIES/RESPONSIBILITIES**

**Business as usual /Operations**

* Provide strategic leadership, planning and managing of the retail operations to ensure the highest standards and exceptional customer service.
* Oversee financial reporting, working alongside the Finance team as required. Plan, set and manage retail budgets, alongside overseeing the integrity of retail systems ensuring these are accurate, consistent, and up to date.
* Regularly monitor sales, costs, stock levels, profit margins, and operations in conjunction with the retail team. Effectively use and interpret data to inform business decisions and address any barriers to achievement by implementing changes to maximise performance and profitability.
* Develop a framework of standards for excellence across all retail functions and ensure that all retail activity is managed and maintained to those standards.
* Inspire, coach and set the strategic direction for the retail team including direct line management responsibility for, the Buying and Development Manager, Senior Merchandiser, Ecommerce Manager, Retail Manager and Retail Marketing Manager.
* Effectively lead and support the Buying and Development Manager to develop a visionary and evolving product development strategy which complements The Royal Parks brand.
* Effectively lead and support the Senior Merchandiser in the development, supply, and distribution of retail product ranges across all retail activity and take responsibility for the effective management of retail pricing and product margins, pricing discounts and promotions, cost prices, stock inventory levels, stock control and supplier management.
* Effectively lead and support the Ecommerce Manager to develop and embed a robust ecommerce strategy to maximise trading performance, customer experience, income, and profitability.
* Take overall responsibility for warehousing and logistics functions to ensure the development and set up of effective processes to maintain sufficient stock for all retail activity in line with business growth.
* Effectively lead and support the Retail Manager in developing operational strategies and best practice processes. Oversee management and development of the retail team, ensuring that the team are trained appropriately and operate in line with company policies and standards, regulations and legislation, and best practice.
* Work alongside the Retail Manager and HR team to develop recruitment processes to attract and recruit sufficient staff levels for operations throughout the year. Develop a training programme for retail operations staff to ensure the team is skilled in customer service, operations, and any other areas required for their roles.
* Effectively lead and support the Retail Marketing Manager to evolve the retail brand by developing and embedding an effective marketing strategy across the retail function that drives awareness, conversion, and retention.
* Oversee the development of an exceptional omnichannel experience for customers throughout the entire customer journey.
* Ensure the effective marketing and promotion of all retail activity, working closely with the Head of Commercial Communications as required.
* Ensure that objectives and development needs for direct reports are prioritised and identified and continue to be realistic and achievable making changes as required.
* Work collaboratively with colleagues across The Royal Parks and ensure that the retail team are part of the wider organisation and can advocate for the charity with customers and stakeholders.
* Maintain an awareness and knowledge of emerging retail trends, news, trade events and legislation, alongside maintaining up to date knowledge of other comparable organisations in the heritage and charity sector to identify operational improvements, best in class excellence to always deliver a memorable customer experience.

**Strategy/Project**

* Working alongside the Deputy Commercial Director, lead on the development, implementation, and evaluation of the omnichannel retail strategy, ensuring appropriate resources, systems, policies, and processes are in place to achieve targets.
* Drive continuous improvement across the retail function, actively monitoring risks and issues, escalating risks where appropriate, and taking corrective action where necessary.
* Lead the development and implementation of a brand licensing strategy for The Royal Parks, seeking the necessary support and approval for brand licensing activity.
* Lead the development and implementation of the TRP approach to wholesaling our products to TRP delivered services and concessionaires.
* Using insight and analysis, lead the development and vision of the retail brand, seeking the necessary support and approval for a forward programme of innovative product development that exemplifies our brand values and exceeds customers’ expectations.
* Maintain an awareness and knowledge of emerging retail trends, news, trade events and legislation, alongside maintaining up to date knowledge of other comparable organisations in the heritage and charity sector to identify market gaps and new opportunities.

**PERSON SPECIFICATION**

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| **Selection criteria** | **Essential / Desirable** |
| **Qualifications** | |
| * Degree in retail management, business administration, or related field. | **D** |
| **Experience** | |
| * Senior retail management experience, managing budgets in excess of £2 million turnover per year, with proven experience of developing and implementing strategic plans for multi-channel retail businesses. | **E** |
| * Proven experience of successful direct management of retail operations including setting and monitoring objectives, performance, and targets, alongside implementing and driving outstanding customer service standards within a retail environment to create exceptional experiences. | **E** |
| * Experience of successful retail product and brand development with a proven track record of leading product development to achieve targets within a retail startup environment. | **E** |
| * Proven experience of business and financial management, planning and budgeting expertise in a retail/commercial operations environment. | **E** |
| * Experience of successful ecommerce management with a proven track record of overseeing ecommerce platforms and functions to achieve targets. | **E** |
| * Experienced in leading brand licensing strategy, wholesale strategy and development. | **D** |
| **Skills, knowledge, and ability** | |
| * Strong leadership skills with the ability to, coach, motivate and develop people to create high-performing teams and operations that are diverse and geographically split | **E** |
| * Commercially astute with skills to analyse financial data to optimise sales, control stock and profitably through strong P&L management. Ability to analyse data to make commercially sound judgments. | **E** |
| * Exceptional written and oral communication skills with a strong ability to effectively communicate and build working relationships with a range of suppliers, partners, internal and external stakeholders. | **E** |
| * Experience of working with Stock Business Central and experience of various EPOS systems and ecommerce platforms. | **D** |
| * Understanding of the appropriate legal and procurement frameworks and able to apply this to product development and retail strategies. | **D** |
| **Other** | |
| * Commitment to The Royal Parks’ values of being responsible, excellent, inclusive, open and respectful, and a commitment to supporting diverse and inclusive teams | **E** |

The Royal Parks is committed to creating a diverse and inclusive workplace and is an equal opportunity employer. We encourage applications from candidates from all backgrounds and successful candidates will be appointed on merit.