

Job Title: Retail Assistant (Flexible Location)

The Retail Assistant is one of the 'faces' of our Queenswood visitor centre/gift shop team, as well as our Herefordshire Wildlife Trust charity shops. Our gift shop and charity shops are a keyway for us to raise funds to achieve our aims.

Main Job Purpose:

- Enhance the Queenswood visitor experience ensuring all visitors receive exceptional customer service before, during and after visits. Providing information relating to car parking; accessibility; events and trails.
- Maximise the income of our gift and charity shops, through sale of donated and new goods items. With focus on our key driver: Gift Aid donations.
- Promote the work of the Trust to volunteers, donors and customers alike.
- Support the Queenswood team and Charity Shop Managers with leading our volunteer teams, focussing on excellent customer service in all our shops.

Term: Perm/PT: 1 day a week (6.5hrs), with flexibility to cover additional hours most weeks

Reports to: Retail & Visitor Services Manager with support from Charity Shop Managers

Location: main base - Queenswood Country Park & Arboretum Visitor Centre with support cover across our various Charity Shops in Herefordshire

Management Responsibility: Volunteers

Liaison with: Retail & Visitor Services Manager, Head of Commercial, General Public, Herefordshire Wildlife Trust Staff and Volunteers

Key Responsibilities:**Customer Service & Visitor Centre Operations**

- Ensure excellent customer service across all Herefordshire Wildlife Trust gift and charity shops, including the visitor experience at Queenswood.
- Support building loyalty from customers, donors and volunteers.
- Act as the 'Herefordshire Wildlife Trust' welcome, fielding phone calls, answering and distributing emails and welcoming visitors to Queenswood.
- Ensure sustainable and eco-friendly practices are followed wherever possible.

- Support with cleaning tasks, to ensure shops are presented to a high standard.

Sales and Merchandising:

- Ensure that stock is displayed to its full potential both on the shop floors, and in the shop windows (where applicable), upholding the Trust brand and shop standards.
- Responsible for the daily recording of sales and other key performance indicators.
- Support the Charity Shop Managers with online donation sales, and the Queenswood team with posting any Trust online shop orders.
- Engage with customers to drive Gift Aid sales when receiving donations in our charity shops.
- Maintain vending machine stock levels at Queenswood.

Financial Responsibilities:

- Accurately manage transactions with customers using cash registers.
- Maintain cash and stock security, including daily till setup and close-down

Digital Marketing:

- Support with content creation for our website and social media channels.
- Monitor and respond to online enquiries to the Queenswood email and social media accounts, collecting and collating visitor feedback.

Volunteer Support:

- Assist with recruitment, training, supervision, motivation and support of volunteers.

Promotion of Additional Revenue:

- Promote Herefordshire Wildlife Trust membership to donors and customers and special events at Queenswood.
- Support Queenswood team with venue hire bookings, from enquiry to fulfilment.

Other duties

- Undertake Health and Safety duties commensurate with the post and as detailed in the Trust's Health and Safety policy; This includes Playground H&S checks and inspections (daily, weekly, monthly and annual inspections.)
- Comply with organisational policies and relevant legislation

- Take advantage of formal and informal opportunities for personal and professional development, participate in appropriate training activities in consultation with your line manager.
- Cascade relevant skills and knowledge to relevant staff and volunteers.
- Act as an ambassador for Herefordshire Wildlife Trust, constructing and maintaining positive relationships with volunteers, visitors and other organisations.
- Contribute to external and internal communications, media and events as required.
- Actively encourage those you come into professional contact to become members of HWT (all staff are regarded as membership recruiters).
- Undertake any other work that might be deemed necessary by HWT commensurate with the level of responsibility of this post.

Person specification

Qualifications

Educated to A level / NVQ level 3 or equivalent.

Experience and knowledge

- Experience of providing excellent customer service to the public, preferably face-to-face, with an ability to interact confidently with and engage a diverse range of visitors from a wide range of backgrounds.
- Experience in cash handling, sales and upselling products or services.
- Experience working with or managing volunteers demonstrating skills to motivate, manage and support them.

Skills Essential

- Excellent verbal and written communication skills
- Good IT literacy and numeracy skills.
- The ability to work on your own and as part of a team.
- Ability to be confident and use initiative in lone working environments.

Other Essential

- Valid Full Driving licence, Own Car with business insurance.
- Willingness to work at weekends and outside office hours.

Skills Desirable

- First Aid trained or a willingness to undertake First Aid training.
- Experience producing and evaluating content for web and social media platforms.
- Knowledge of and enthusiasm for wildlife and conservation.
- Knowledge of and enthusiasm for sustainable living and development.

We are a Disability Confident Committed employer and welcome applications from disabled people and guarantee an interview to disabled applicants who meet the essential criteria. We will provide reasonable adjustments throughout the recruitment process and in the workplace. If you require adjustments, please let us know.

