



Royal Albert Hall

JOB DESCRIPTION

Role: Retail Commercial Manager

Location: Royal Albert Hall

Salary: Up to £34,000 per annum

Hours: 37.5 hours per week

Reports to: Senior Visitor Experience Manager

Direct reports: Ecommerce and Operations Assistant and Retail Assistants (Agency)

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

THE ROLE

As part of the Visitor Experience team, the Retail Commercial Manager is key in developing and delivering the onsite and online Royal Albert Hall retail offer. The Retail Commercial Manager is entrepreneurial and creative, as well as operational and with a talent for leading and developing people.



Royal Albert Hall

The Visitor Experience team is focused on enhancing the daytime experience of visiting the Hall, retail has developed hugely in recent years, the onsite and online stores are established and successful, and there are lots of opportunities to develop new commercial initiatives, working closely with key teams across the organisation and externally.

KEY RESPONSIBILITIES

Retail management and buying

- To be responsible for the efficient running of the onsite and online retail stores, ensuring excellent standards of customer service, visual presentation, stock control and revenue management
- Ensure retail activity is staffed and resourced in line with the Hall event schedule and staffing budgets, manage the relationship with the staffing agency, and collaborate with other key teams across the Hall to ensure effective daily operations
- Lead on developing the Hall's retail products and ranges, ensuring that the assortment plan is forecast to reflect the Hall's busy programme and has maximum appeal to our diverse audiences
- Oversee retail stock management procedures within budget, to maximise sales and minimise stock loss

Commercial development

- Working closely with the Senior Visitor Experience Manager, initiate new product licencing and merchandising proposals for both external and own-promoted events and programmes
- Drive the marketing strategy for retail, working with teams across the organisation, and at key seasonal times, to maximise communications and promotion of retail products and initiatives
- Maximise commercial opportunities through merchandising and visitor-related activity including pop-up shops, use of the online shop for event merchandising and contributing to future developments in line with the visitor experience strategy and the Hall's business plan
- Manage contracts and supplier relationships, royalty and licencing administration, income and payments

Relationship management

- Provide proactive and visible leadership, training and development to the Ecommerce and Operations Assistant and retail sales team
- Work closely with the Event Merchandise team, including shared staffing and administrative resources, support the planning and delivery of merchandise sales for major events and help maximise commercial opportunities
- Develop excellent working relationships with teams across the organisation, aiming to expand the internal profile of retail and its business potential



Royal Albert Hall

- Manage external partnership and supplier relationships including strong negotiation skills and ability to develop agreements and contracts in the Hall's commercial interests
- Develop excellent external networks and regularly review benchmarking and market trend data, attendance at key retail buying and training events

Other management duties

- Be the principal contact for financial and sales reporting of retail activity, detailed knowledge of the Hall's retail management systems and platforms, purchase ordering process, buying procedures, deliveries, stock control and stocktaking
- Ensure all departmental administration is undertaken effectively and delegated where appropriate, including customer communication and feedback and use of Hall-wide IT systems and procedures
- Working closely with the Senior Visitor Experience Manager, support the forecasting and achievement of departmental budgets
- Adhere to Hall-wide safety and security procedures and undertake risk assessment and management of department-specific activity
- Any other duties as reasonably requested by the Senior Visitor Experience Manager

PERSON SPECIFICATION

Essential skills and experience

- Strong retail management experience both onsite and online, ideally in a visitor attraction, arts or cultural organisation, with an understanding of the sector and audiences
- Creative thinker, strong visual merchandiser and a confident sense of good design
- Experience of buying and developing retail ranges and new commercial projects within clear brand guidelines, maximising sales opportunities within an events programme and/or seasonal schedule
- Extensive knowledge and management of EPOS systems: Shopify or other equivalent sales and reporting software
- Experience of negotiating and managing supplier relationships and contracts
- Strong financial management experience including developing reports and budget management systems, leading stocktakes and use of stock control, purchase ordering and approval software
- Passion for excellent customer service and fostering a positive service culture within a team to exceed customer expectations and achieve demanding income targets
- Excellent interpersonal skills and an ability to develop stakeholder relationships in a complex organisation and externally



Royal Albert Hall

Essential attributes

- Approach their responsibilities with a flexible, positive and professional attitude
- Ability to deliver and implement new ideas, gaining support of others through strong relationship management
- Self-motivated, flexible and willing to work some anti-social hours to assist in the fulfilment of the role responsibilities
- Confident negotiation and strong persuasion skills
- Ability to work under pressure whilst maintaining a professional approach and providing excellent customer service at all times
- Highly organised, excellent time-keeping and detail-oriented focus
- Excellent verbal and written communication and presentation skills with an ability to communicate with customers, external and internal stakeholders at all levels
- Able to adapt to a dynamic environment and changing requirements at short notice

HEALTH & SAFETY

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

SUSTAINABILITY

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.