



JOB DESCRIPTION

HEAD OF RETAIL AND VISITOR EXPERIENCE



SAVING SPECIES FROM EXTINCTION | WWW.DURRELL.ORG

DURRELL WILDLIFE CONSERVATION TRUST is a Registered Charity with the Jersey Charity Commissioner, registered charity number: 1
DURRELL WILDLIFE CONSERVATION TRUST - UK is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989
REGISTERED COMPANY NUMBER 6448493 **REGISTERED OFFICE** c/o Ogier Global (UK) Limited, 4th Floor, 3 St Helen's Place, London, EC3A 6A

JOB PURPOSE

To be responsible for overseeing the operational activity of Admissions, the Zoo Gift Shop and Charity Shop at Durrell Wildlife Conservation Trust (DWCT) motivating the staff to provide excellent customer service as well as monitoring the financial performance of these locations.

The right person will have strong communication and administration skills and be enthusiastic in supporting and developing team members, with a passion for visitor experience and the ability to remain calm, professional, and adaptable in a fast-paced environment.

**HEAD OF RETAIL AND
VISITOR EXPERIENCE**

DEPARTMENT
Commercial

REPORTS TO
Director of Commercial

HOURS
Full Time

LOCATION
Jersey



KEY RESPONSIBILITIES

STAFF AND TEAM MANAGEMENT

- Oversee the Retail staff rota; ensuring resources are always appropriate to meet demand in peak and off-peak periods.
- Recruit, train, and periodically appraise staff; developing and sustaining a team culture which fosters individual growth opportunities and encourages retention.
- When appropriate, liaising with the People and Values Team, lead performance management and disciplinary meetings and take ownership of their associated processes.
- Work with the Volunteer Manager to engage with volunteer recruitment and onboarding for Retail.
- Implement a reference induction and training manual, with periodic reviews and updates.

BUDGETS AND OPERATIONS

- Closely manage Retail budgets, tracking income and expenditure throughout the year.
- Monitor payroll spend versus budget and how this expenditure tracks against income.
- Develop the annual Retail budgets, agreeing targets for footfall, income generation and operating expenses with the Director of Commercial.
- Provide timely, accurate, high-quality reports as required.
- Propose action to relevant stakeholders for improvements in retail operations and visitor experience.
- Monitor the development roadmap of the ePOS supplier (K3 M Store); provide periodic feedback and propose development opportunities.
- In conjunction with relevant stakeholders, work to deliver a connected visitor experience on site, unifying different data capture points which can be easily reported on and shared.
- Maintain an awareness of developments in the visitor attraction and charity retail sectors.
- Develop relationships and collaborate with retail and visitor experience teams at other zoos.
- Periodically attend local off-island tourism and retail trade fairs, as well as other UK zoos and visitor attractions.
- Proactively identify and pursue external sales opportunities and partnerships, to increase income and awareness of DWCT, including the search for a new retail site outside of Jersey Zoo.

VISITOR EXPERIENCE

- Lead a monthly site walk with representatives from Site Maintenance, Animal, Communications and Learning Teams to assess the site from a visitor perspective and collectively agree required improvements; summarise and share action points with anticipated delivery timelines.
- Alongside the Events Manager, lead the planning, budgeting, and delivery of the Commercial Events programme, to deliver engaging, educational, footfall-driving activities; share a summary of learnings and impact analysis post-event to assess value for money.
- Create the annual Admissions promotional activity schedule, designed to encourage visitation, increase paid admissions and memberships income, making the zoo a more accessible place to visit.
- Work with the PR & Marketing Manager to develop marketing strategies that increase visitation and convert visits into long term support of DWCT.
- Oversee Tours during peak-periods, delivered by the Admissions Team, regularly checking the content of talks so that they are accurate and reflect the mission and strategy of DWCT.
- Working with Curators and the Admissions Manager, deliver a robust Animal Experiences offer, which is appropriately marketed and periodically reviewed.
- Alongside the Digital Communications Lead, lead the maintenance and phased development of the Jersey Zoo App.
- Work with the ePOS supplier and Admissions Manager to improve the customer journey and income from ticket sales across online booking pages.
- Oversee the smooth transition of membership processing at Admissions as part of the implementation of a new CRM.
- Develop and maintain good channels of communication with DWCT clients and colleagues, local communities, and organisations.

RETAIL SALES AND STOCK MANAGEMENT

- Oversee stock ordering; negotiating prices, minimum order quantities and drawdown agreements with suppliers; min/max levels and margin strategy; maximising profitability.
- Maintain a stock on hand value below £150,000 with an annual shrinkage of 2.5% or less.
- Comprehensively review and plan the retail product range, focusing on budgets, trends, available display and storage space, and a buying strategy which meets seasonal demand.
- Formulate pricing policies by reviewing sales performance data, trends, and merchandising activities.
- Maintain effective stock management and visual merchandising practices, making sure appropriate training is regularly delivered and that policies and procedures are adhered to.
- Alongside the Retail Buyer, identify product development priorities and opportunities, appropriately scheduling them into the annual buying calendar to maximise revenue potential.
- Proactively identify new suppliers, ensuring they align with DWCT values, mission, and strategy.
- Propose new product licensing needs and opportunities as appropriate.
- Maximise sales opportunities across Admissions, the Zoo Gift Shop, and the Charity Shop.
- Maintain and further develop the online shop sales channel.
- Support the Retail Buyer with the sampling, administration, and stock management of the staff uniform file, updating items, policies and procedures as required.
- Manage the sorting, pricing, flow, and rotation of donated stock at the Charity Shop to minimise handling and display time whilst maximising item value.
- Regularly review and propose ways to increase delivery and collection capacity, shop floor display and storage capacity, as well as external donation point opportunities.
- Regularly review, seek advice, and implement responsible recycling practices for unsalable items, maximising efficiency and income opportunities.
- Develop relationships and collaborate with similar large charity retailers on-island to discuss successes, challenges, share knowledge, and align policies and procedures.

REGULATORY COMPLIANCE AND SECURITY

- Apply Trading Standards Regulations in the retail outlets.
- Ensure and be responsible for the security of retail outlet takings.
- Contribute as required to any activities deemed necessary by the Executive Leadership Team (ELT).
- Ensure the Retail Team fully understand and adhere to their responsibilities in the event of an Emergency Incident Procedure.
- Ensure DWCT Policies and Values are understood and adhered to by the Retail Team.

KNOWLEDGE, SKILL AND ABILITY

- Experience at a senior level within a retail environment.
- A clear communicator with an ability to deliver messages accurately and swiftly.
- A proven service excellence leader.
- Experience of closely monitoring budget income and expenditure.
- Capable of training, motivating, and managing a team of 30+ permanent staff & 80+ volunteers.
- A strong multitasker, especially when dealing with departments in several locations with conflicting demands, resources, and priorities.
- High level of computer literacy, proficiency with Excel.
- Able to interact with large numbers of visiting public.
- Ability to work collaboratively with peers and appreciate the challenges and pressures of other departments.
- Experience working with an e-commerce platform is preferred but not essential.

BEHAVIOURS AND VALUES

- An exceptional communicator with demonstrated people management skills; able to inspire and lead a passionate and knowledgeable team.
- Promotes a team spirited, inclusive and supportive approach.
- Excellent organisational skills.
- Strong commercial awareness and a results driven focus.
- Ability to react to unexpected operational challenges and change in a calm, efficient and professional manner, and address problems to ensure satisfactory resolution.
- Work collaboratively with all stakeholders to build strong working relationships and drive a culture of teamwork
- Possesses a strong customer service ethos to drive customer retention and attraction,.
- Willing to work some weekends and bank holidays where required and take holiday leave during non-peak times.

This job description may vary from time to time according to the needs of the Trust and should not be regarded as an inflexible specification.

INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



A centre of excellence
in animal husbandry,
research, training and
education



Training future
conservation practitioners
and monitoring and
evaluating conservation
science which underpins
all Durrell activities



Conservation action
where it is needed most

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

OUR VALUES

PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

ACCOUNTABLE

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

