

MIGRATION MUSEUM RETAIL MANAGER
JOB DESCRIPTION AND PERSON SPECIFICATION



Job title	Retail Manager
Contract type	3 days per week (can be spread across more days). Fixed term contract.
Salary	£35,000 p.a. (£21,000 pro rata) plus matched 5% pension contribution
Location	London-based team – flexible working offered, with a requirement of minimum 2 days per week in museum
Deadline for applications	Friday 8 July 2022
Interviews expected	Mid-Late July 2022



The Migration Museum (www.migrationmuseum.org) produces inspiring exhibitions, events, education, community and public engagement programmes to shine a light on the many ways that migration to and from Britain across the ages has shaped who we are.

We are currently based in the heart of Lewisham Shopping Centre in south-east London. In April 2022, we opened our latest exhibition [Taking Care of Business: Migrant Entrepreneurs and the Making of Britain](#) and our [Migrant Makers Market](#), a concept store and makerspace championing products made by migrant-owned businesses and hosting regular maker-led workshops.

PRIMARY JOB PURPOSE

To manage and grow a successful and sustainable retail offering which reflects the values and creative vision of the Migration Museum.

Working closely with others in the team, we want you to build our retail operation into a core part of our offer. As Retail Manager you will help us reach new audiences and tell stories through products which reflect contemporary migration issues and the UK's migration history.

KEY RESPONSIBILITIES

1. **Development of retail strategy** - There is a huge opportunity to build up our brand, grow our community and increase income through our retail operation. You'll be working with Sophie Henderson, our inspiring CEO and George Lewis, our experienced Development Director, to agree the budget, establish KPIs, and analyse performance to maximise growth of our online and physical shop.
2. **Product development** – Alongside our award-winning Creative Director Aditi Anand you will test out ideas, develop exciting new products and build partnerships that link to our exhibitions and creative outputs.
3. **Online store management** – We want to build an experience-led retail offer. You'll be crafting compelling product copy, sourcing photography and building online collections and landing pages to reflect seasonal offers/ranges or new product launches and achieve great conversion rates.
4. **Retail operations** – You'll keep things running smoothly and efficiently - managing logistics, stock, POS equipment, online order fulfilment. You'll be happy to be hands on,

but also coordinate with our fantastic Front of House team (who staff our museum shop) when extra help is needed.

5. **Visual merchandising** – You'll deliver high standards of presentation throughout the shop, to enhance customer experience and maximise sales.
6. **Shop marketing** - Supported by our marketing and communications team, you'll explore, plan and develop retail marketing campaigns which engage our online and offline audiences.
7. **Customer service** - You'll respond to online enquiries and train front of house staff on customer service and product stories.

PERSON SPECIFICATION

Essential

- An entrepreneurial attitude - an ability to spot opportunities and implement ideas. This would be an excellent role for someone who has vision, initiative and a drive to make a major difference to a small, but growing organisation.
- A successful track record in retail - demonstrating that you can operate, manage and grow a retail operation.
- Demonstrable commercial ability and experience of managing budgets and other resources.
- Experience of building and maintaining successful relationships with suppliers and other retail services.
- Excellent organisational skills - an ability to plan in advance, communicate effectively and work to deadlines.
- Previous experience of using Shopify (or similar retail platform).
- Proven ability to craft compelling, accurate copy and messaging in line with organisational tone of voice.
- Excellent customer service skills and dedication to high quality customer experience.

- A great team player - able to work effectively across an organisation and champion the retail strand.
- Passionate and driven individual with a commitment to diversity and inclusion.
- An ability to work alongside other team members at the Migration Museum in Lewisham at least 2 days per week (or equivalent if working flexible hours).

Desirable

- Photography skills.
- Awareness of sustainability and ethical sourcing of products.
- Experience of running online or offline marketing campaigns.
- Knowledge of the local area (Lewisham).
- Knowledge of migration issues.

HOW TO APPLY

To apply for this position, please e-mail a copy of your CV and a covering letter of no more than 800 words to Georgina Lewis: georgina@migrationmuseum.org.

Please also complete our [Equal Opportunities Monitoring Form](#) and return it separately to info@migrationmuseum.org with the subject title 'Retail Manager Monitoring Questionnaire'.

These monitoring forms will be stored and assessed separately and will not be linked to your application.

The deadline for applications is Friday 8 July 2022.

Shortlisted applicants will be invited to interview.

If you have any questions about the role, please contact info@migrationmuseum.org.