

Recruiting now...

Retail Manager



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 stylish concept store and makerspace championing products made by migrant-owned businesses and where we host regular maker-led workshops.



Job description and person specification

Job title	Retail Manager
Contract type	3 days per week. One year contract renewable subject to performance.
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 15 July 2022
Interviews expected	Mid-Late July 2022

Primary job purpose

This is an outstanding opportunity for an entrepreneurial, creative individual to manage and grow an attractive, successful and sustainable physical and online retail offer that reflects the values and creative vision of the Migration Museum.

Working closely with other members of the team, you will build our retail operation so that it becomes a core part of the museum's creative offer. You will help us reach and engage new audiences through product lines that reflect Britain's rich migration story, whilst at the same time driving a successful commercial business that supports the work of the museum.

Key responsibilities

- 1. Development of retail strategy** – Taking advantage of the huge opportunity that exists to build the Migration Museum's brand, grow our community and increase income through our retail operation, you will work with our CEO and Development Director to create and deliver a compelling and imaginative retail strategy for the Migration Museum that is keenly responsive to ongoing analytics, and agree a budget and KPIs.
- 2. Product development** – Working with our Artistic Director you will test and develop innovative new product lines and build partnerships that link to our exhibitions and creative outputs.
- 3. Online store management** – To drive our experience-led retail offer, you will craft compelling product copy, source photography and build online collections and landing pages to reflect seasonal offers/ranges or new product launches and achieve great conversion rates.
- 4. Retail operations** – You will keep things running smoothly and efficiently, managing logistics, stock, POS equipment and online order fulfilment. You will be happy to be hands on, but also coordinate with our Front of House team, who staff the museum shop, when extra help is needed.
- 5. Visual merchandising** – Your standards of presentation will be excellent and you will deliver a stylish look and feel throughout the shop, to enhance customer experience and maximise sales.
- 6. Shop marketing** – Supported by our marketing and communications team, you will explore, plan and develop retail marketing campaigns that engage our online and offline audiences.
- 7. Customer service** – You will respond to online enquiries and train front of house staff on customer service and product stories.

Person specification

Essential

- ◆ An entrepreneurial, analytical and agile approach – an ability to spot business opportunities, respond flexibly and implement ideas.
- ◆ Vision, initiative and imagination with the drive and confidence to make a major difference to a small but rapidly growing organisation.
- ◆ A successful track record in retail – demonstrating that you can operate, manage and grow a retail operation.
- ◆ Demonstrable commercial ability, a facility with numbers and retail analytics 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.
- ◆ 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 15 July 2022.

Shortlisted applicants will be invited to interview.

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

