

PGL Job Description



Job Title: Retail Manager

Reporting to: General Manager

Main purpose of the role

To lead a successful commercial department and support the centre's daily operations by identifying trends, analysing feedback, and driving improvements to enhance revenue and customer retention. This includes managing stock, cash, and customer experience, ensuring team compliance with policies, and meeting key performance indicators.

As part of PGL you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future and we take great pride in matching your hard work with a promise to look after you and your career.

Responsibilities

Provide quality line management and training for the Retail Team

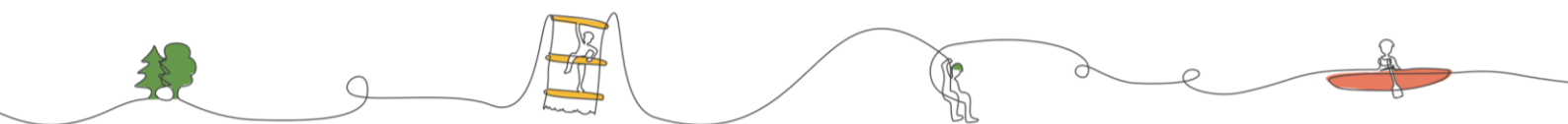
- Plan and conduct inductions for new colleagues, providing training on upselling techniques to increase revenue.
- Lead and motivate colleagues, role modelling PGL's best practices, and directly manage Retail Team Leaders to ensure excellent customer experiences and revenue promotion.
- Monitor workplace performance, providing colleagues with regular 1:1 feedback and using coaching and mentoring to support development and career progression.
- Support people management processes, promote health, wellbeing, and personal development, and analyse feedback to set improvement targets for the team.

Maximise the on-site revenue via our commercial operation

- Maintain highest standards of customer service in retail outlets, promoting commercial opportunities and ensuring outlets are open and programmed effectively.
- Drive the 'every guest, every day' mentality to increase shop visits, take ownership of retail standards, and incorporate them into daily routines.
- Promote sales opportunities across the centre, work with support teams for retail improvement, and respond to customer feedback for decision-making.
- Manage stock levels, place orders, oversee deliveries, ensure stock rotation, and collaborate with relevant departments to meet revenue KPIs and maintain product standards.

Maximise department productivity and profitability

- Maintain appropriate stock levels and implement effective merchandising plans, working with team leaders to minimise waste and ensure availability of popular items.



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- Review and develop operational processes to improve financial performance and collaborate with other departments to increase revenue through events and retail outlets.
- Develop and execute event calendars to drive footfall to the social hub, input into commercial aspects of monthly accounts, and ensure colleagues meet sales targets.
- Manage staffing levels effectively, conduct regular KPI reviews to monitor and improve operational performance, provide feedback on the weekly Retail report, and respond proactively to changes in business levels.

Ensure the H&S and compliance of the retail operation are consistently met

- Collaborate with Retail Team Leaders to ensure compliance with statutory requirements and conduct regular floor walks to monitor standards and procedures.
- Complete H&S audits on all retail areas, support external audits, and maintain cleanliness, safety, and high standards of maintenance.
- Ensure compliance with bar licensing (if applicable), maintain security of till points and money transfers, and secure the building at the end of the day.
- Take responsibility for Health, Safety, and Security, ensuring compliance with group policies, conducting risk assessments, implementing safe working procedures, and investigating incidents appropriately.

Assist with centre specific duties associated with a children’s residential activity centre

- Contribute at a Leadership Level by attending and contributing to meetings, addressing colleague queries and emergencies, and conducting on-call duties as required.
- Assist in other departments and centres across the PGL estate, and undertake additional duties as defined by the manager based on business needs.

Useful Information

Our centre is transforming to better position us to assist the business as we move into the future. As such, our roles are likely to evolve. Therefore, whilst this job description provides an overview of the main duties, it is not intended to be exhaustive and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

| Education, Experience & Achievements | Essential | Desirable |
|---|-----------|-----------|
| Line management – Proven experience of coaching and mentoring, reports to empower decision making | ✓ | |
| Management of employee relation and welfare issues | ✓ | |
| Experience of creating and delivering effective training | ✓ | |
| Level 3, or above, Leadership and Management qualification | | ✓ |



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|---|--|---|
| Level 3, or above, Education and Training qualification | | ✓ |
| First Aid Training / First Aid Trainer | | ✓ |
| Previous retail and or bar experience | | ✓ |

| Skills & Knowledge | Essential | Desirable |
|---|-----------|-----------|
| IT literate in a range of MS Office applications (Word, Excel) | ✓ | |
| Ability to manage, mentor and develop individuals and teams to fulfil their potential | ✓ | |
| Looks for new or innovative approaches to solve the issue | | ✓ |
| Relates to others in a confident and relaxed manner | | ✓ |

| Personal Attributes | Essential | Desirable |
|---|-----------|-----------|
| Accurate with a high attention to detail | ✓ | |
| Ability to work effectively with others | ✓ | |
| Genuine commitment to Equality and promoting the Values of diversity | ✓ | |
| Communicates and presents effectively; with passion, energy and enthusiasm | ✓ | |
| Provides positive and constructive feedback and uses coaching to improve performance | ✓ | |
| Demonstrates commitment to PGL's vision, values and business priorities. | ✓ | |
| Adopts a positive attitude to change and looks to improve the way we work by challenging the status quo | ✓ | |

| Additional requirements | Essential | Desirable |
|-------------------------|-----------|-----------|
| Enhanced DBS check | ✓ | |
| Full UK Drivers licence | | ✓ |

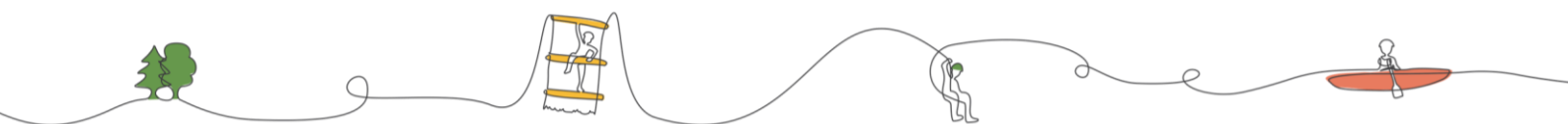
Additional information

Environmental & Social Governance (ESG)

You are required to uphold and champion our Better Beyond Adventure Environmental Social Governance strategy whilst assisting our B Corp certification.

This requires personal, departmental and company-wide level participation through ongoing engagement in discussions, delivery and decision-making around ESG, upholding company and department ESG goals and targets, and managing your team of ESG allies in a way that fosters a culture passionate about people and the planet.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to appreciate how they contribute to delivery of BBA across the three pillars:



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- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be assisting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern. PGL are required to obtain satisfactory enhanced checks from the Disclosure and Barring Service (DBS or PVG in Scotland), which PGL will pay for. You have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with PGL.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 08/07/2024.

