



POSITION TITLE

Cable Car Museum Retail and Visitor Services Manager

LOCATION

Cable Car Museum (Kelburn), part of the Museums Wellington group

POSITION STATUS

Full-time, permanent. Predominately Monday to Friday 9am to 5.30pm, with flexibility to facilitate resourcing needs during weekends and evenings if required.

POSITION OBJECTIVE

Manage the retail operation at the Cable Car Museum ensuring sales are maximised through product display/promotion and instigating a proactive approach to sales with staff.

Ensure a high quality of visitor experience is delivered through visitor engagement, the smooth running of day-to-day operations and timely reporting of issues linked with the Museum experience/building.

KEY RESPONSIBILITIES

- Drive retail sales ensuring annual targets are achieved
- Provide timely and accurate reports on stock and sales to the Museums Wellington Retail Coordinator
- Deliver a high quality visitor experience through effective management of the team and exhibits/gallery spaces
- Ensure the facility is, and the operational processes provide, a safe environment for visitors and staff at all times
- Facilitate the delivery of venue hire functions and education programme
- Play an active role in the annual business planning/budget setting process and participate in a facility review as required from time-to-time
- Build knowledge of each Trust institution to support operational requirements when necessary and to maximise leverage across key deliverables

WORKING RELATIONSHIPS

Internal:

- Be accountable to the Commercial Manager - Wellington Museums Trust (the Trust) for retail and visitor services;
- Work closely with the Exhibitions Manager - Museums Wellington for the visitor experience
- Work closely with the Programme/Building Services Technician - Museums Wellington for building requirements
- Work closely with the Museums Wellington Retail Coordinator
- Be accountable for the Cable Car Museum team
- Work in a collegial manner with all other staff

External:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the position including:
 - Visitors to the Cable Car Museum;
 - Merchandise suppliers;
 - Tourism operators;
 - Tour groups including Schools; and
 - Wellington City Council, relevant government organisations, community groups & Iwi Māori.

DELEGATIONS

Cable Car Museum approved budgets.

KEY RESULT AREAS

Key Tasks and Accountabilities	Performance Measures
1. RETAIL	
<ul style="list-style-type: none"> Work collaboratively with the Museums Wellington Retail Coordinator to develop a product range which maximises sales from international, domestic and local markets. Note: Buying will be executed by the Museums Wellington Retail Coordinator. 	<ul style="list-style-type: none"> Annual sales targets are achieved Product range appeals to all three markets
<ul style="list-style-type: none"> Maximise profitability through affective pricing and stock control ensuring a high turnover of stock while meeting profit margins 	<ul style="list-style-type: none"> Annual sales targets are achieved Profit per visitor increases
<ul style="list-style-type: none"> By example, lead a proactive approach to 'on-floor' sales 	<ul style="list-style-type: none"> Overall sales increase through engagement with visitors without compromising the visitor experience
<ul style="list-style-type: none"> Instigate sales training and an incentive programme for staff 	<ul style="list-style-type: none"> A training programme to be instigated by Oct'10 Sales per staff member tracked and performance rewarded
<ul style="list-style-type: none"> Manage the POS system, reconcile sales, prepare banking and report to the management team 	<ul style="list-style-type: none"> Timely, effective and efficient business reporting
<ul style="list-style-type: none"> Undertake stock checks every six month 	<ul style="list-style-type: none"> Stock checks actioned in timely, efficient manner
<ul style="list-style-type: none"> Work with peers across the Trust to leverage purchasing opportunities 	<ul style="list-style-type: none"> Regular catch-ups to discuss successful product ranges, POS and promotions
2. VISITOR EXPERIENCE	
<ul style="list-style-type: none"> Ensure appropriate resourcing to meet all Cable Car Museum deliverables: <ol style="list-style-type: none"> Visitor experience Safety of visitors and staff Retail requirements Budget 	<ul style="list-style-type: none"> Visitor satisfaction is high Resourcing meets all regulatory requirements The retail operation is effectively run Budget achieved through efficient rostering
<ul style="list-style-type: none"> Leading by example, ensure the team deliver a high standard of customer service, meet the visitor needs and provide a welcoming and informative experience 	<ul style="list-style-type: none"> Visitor satisfaction is high Visitor information is on hand at all times Participate in 'on-floor' Host duties
<ul style="list-style-type: none"> In collaboration with the Supervisor Visitor Services - Museum of Wellington City & Sea, hire and train the front-of-house team 	<ul style="list-style-type: none"> Build a team of trained staff which provide the Cable Car Museum's resourcing requirements throughout the year Staff fully aware of all standard operating procedures for the Museums Wellington and the Trust
<ul style="list-style-type: none"> Undertake regular inspections of public areas to ensure no security breaches, the facility is fully functioning and areas are clean 	<ul style="list-style-type: none"> Proactive monitoring of areas - 80% of issues addressed without prior visitor notification
<ul style="list-style-type: none"> Collect visitor data and create management reports, as required, for weekly distribution 	<ul style="list-style-type: none"> Timely, informative and accurate visitor data available

3. GENERAL BUSINESS MANAGEMENT

<ul style="list-style-type: none">Working with the Museums Wellington and the Commercial Manager provide input into the annual business plan and budget for the Cable Car Museum	<ul style="list-style-type: none">Business plans/budgets are accurate and delivered in a timely manner
<ul style="list-style-type: none">Participate in ad hoc projects as may be requested from time-to-time	<ul style="list-style-type: none">Objectives and deadlines are met as agreed in advance
<ul style="list-style-type: none">In collaboration with the Education Coordinator - Museums Wellington, facilitate the delivery of the Cable Car Museum's education programme	<ul style="list-style-type: none">Museums Wellington procedures are instigatedSchool feedback is positiveAnnual targets are achieved
<ul style="list-style-type: none">In collaboration with the Supervisor Venues - Museum of Wellington City & Sea, manage the venue hire operation	<ul style="list-style-type: none">Venue hire targets are achievedOpportunities are maximised across the Trust institutions
<ul style="list-style-type: none">Proactively develops and implements quality improvements to systems and practices	<ul style="list-style-type: none">Continual evolvement of procedures to directly improve the visitor experience
<ul style="list-style-type: none">Shares information, ideas and resources with team members	<ul style="list-style-type: none">Builds loyalty with peers and the team
<ul style="list-style-type: none">Proactive approach/participation in cross Trust activities, providing resource if and when required	<ul style="list-style-type: none">Objectives and deadlines are met as agreed in advance

4. RELATIONSHIPS

<ul style="list-style-type: none">Builds effective networks and working relationships with key internal and external stakeholders	<ul style="list-style-type: none">Network established and positive feedback received
<ul style="list-style-type: none">Takes account of cultural sensitivities and needs, and ensures own practice is consistent with cultural requirements.	<ul style="list-style-type: none">Feedback re cultural sensitivity is positive, requirements met.
<ul style="list-style-type: none">Represents the Museums Wellington at external forums if and when required	<ul style="list-style-type: none">Professional and positive image of the Museums Wellington upheld
<ul style="list-style-type: none">Ensures service delivery exceeds visitor expectations	<ul style="list-style-type: none">High level of feedback achieved from visitors through surveying

5. SELF MANAGEMENT AND ORGANSISATION

<ul style="list-style-type: none">Plans and manages own workload and works effectively without supervision	<ul style="list-style-type: none">Feedback from Manager is positive, desired results achieved.
<ul style="list-style-type: none">Prioritises tasks and manages time and resource	<ul style="list-style-type: none">Desired results achieved on time, within budget and to required standard.
<ul style="list-style-type: none">Maintains high quality documentation and provides accurate and timely reports to the Manager as required.	<ul style="list-style-type: none">Timely, informative and accurate reports and documentation prepared
<ul style="list-style-type: none">Participates in relevant training programmes.	<ul style="list-style-type: none">Self and team learning optimised

COMPETENCY PROFILE

Core Competencies – Effective performance in the following core competencies is set out in the Core Competencies Guide attached.

- Leadership
- Coaching for performance
- Commitment/ Accountability
- Applying expertise/ Professional expertise
- Customer focus
- Communicating effectively
- Working together/team work

Specialist Competencies

- 2 years experience in the retail sector
- Empathy with the objectives of the Museums Wellington and specifically the Cable Car Museum
- Demonstrable understanding of and ability to coach sales techniques
- An ability to understand the visitor perspective and meeting needs of customers
- Can recognise cultural differences and address accordingly
- Able to motivate a team to achieve self-set high standards of delivery
- Driven to continually improve skills and pass on knowledge
- Target focused
- Strong organisational / time management skills
- Positive and flexible attitude
- Computer skills – word, excel, PowerPoint, internet and retail applications

QUALIFICATIONS AND EXPERIENCE

- Management or supervisory experience in a retail environment
- Ability to lead a team of Visitor Experience Staff
- Broad customer relations experience
- Experience with cash handling and banking
- Current driver's licence would be beneficial

SALARY

Up to \$40,000 p.a.
Plus performance bonus

CORE COMPETENCIES GUIDE

Leadership

Effective performance includes:

- Creates an environment where staff feel valued, where cultural uniqueness is acknowledged and appreciated.
- Empowers staff, delegates effectively, gives staff room to make decisions, takes reasonable risks and exercises initiative in their areas of responsibility.
- Is open and honest with staff, approachable and available, actively encouraging feedback, and responding in a timely manner.
- Takes the time to recognize and celebrate accomplishments (encourages, appreciates, recognizes, tells others).
- Regularly communicates and reinforces the Trust's vision and strategic objectives within own team and ensures the team has a clear understanding of its role in achieving those objectives.
- Exercises sound judgment in decision-making, involving others as appropriate, and communicating the outcomes.

Coaching For Performance

Effective performance includes:

- Acknowledges effort and achievement letting each individual know that their work is important and worthwhile.
- Challenges and fully utilizes all team members, dealing effectively with performance issues as they arise.
- Agrees realistic and measurable performance standards with direct report staff.
- Conducts fair, consistent, timely performance planning and review meetings, encouraging two-way communication that addresses all aspects of performance and development.
- Actively encourages staff to broaden skills and reach their full potential and ensure adequate resources are available to meet these needs.
- Makes time for on-going coaching and constructive feedback.

Commitment/ Accountability

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

Applying Expertise/ Professional Expertise

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and the Trust.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

Customer Focus

Effective performance includes:

- Demonstrates commitment to internal and external customers by actively listening and clearly identifying their needs.
- Responds promptly to customer needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships with customers, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

Communicating Effectively

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside the Trust Institutions to achieve benefits for the Trust.

Working Together/ Teamwork

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.