

Job description

Job title: Retail Development Ranger (MVCP)

Grade: Dorset Grade 8

Job evaluation reference: BA6044

Job family: Business, Policy & Administration

Purpose and impact

1. Coordinate and manage a high-quality retail area within a busy country park; Moors Valley Country Park (MVCP)
2. Monitor retail revenue and manage the stock budget accordingly
3. Develop and assist with other retail opportunities within MVCP
4. Carry out a range of administration tasks designed to support and grow the retail offering within MVCP
5. Assist with Visitor Services duties and the successful running of a busy Information Point

Key responsibilities

6. Provide modern, on trend retail displays and features, within the retail area, to promote enjoyment of MVCP and provide an enjoyable retail experience.
7. Research retail displays and promotion ideas, staying up-to-date with modern trends and identifying key display features to purchase to ensure displays are relevant and eye-catching.
8. Be responsible for the overall look and feel of the retail area and ensure it is tidy, stocked and well managed
9. Be conscious of retail security and how the shop displays can minimise the risk to the partnership.
10. Identify new stock lines, that are in-keeping with the ethos of MVCP, heighten the visitor experience of the retail area and ultimately increase / maintain retail profit margins.
11. Maintain an up-to-date stock list, including assisting with yearly stock takes. Assist with maintaining all stock levels on the retail sales system.
12. Regularly monitor stock lines, assisting with reports to show the effectiveness of current stock and to highlight areas of stock that are under performing.
13. Identify ways to increase the profitability of underperforming stock. Implement any agreed ideas.
14. Undertake regular research to identify any new retail areas that the park should explore and liaise with the Moors Valley Ranger (Visitor Services) to ensure these ideas are evaluated and implemented where appropriate.
15. Research and identify other retail opportunities within MVCP, including, but not limited to markets, trade shows, retail exhibitions and external vendors hiring space at MVCP. Manage and coordinate these opportunities as agreed with the Moors Valley Manager.
16. Sell products and shop items, lead with the ordering of stock, stocking shelves and other associated tasks.
17. Identify and agreed correct pricing strategies of all retail items and ensure this is correctly implemented, monitored and updated.
18. Lead on the management of shop invoices and reports. Data entry tasks required to keep records up-to-date.



19. Assist with ensuring the wider team is aware of retail performance and have an up-to-date picture of the retail experience.
20. Assist with Visitor Services duties and fill in for the visitor service staff where needed and as available
 - a. Responsible for handling cash, card and cheque transactions, including daily cash ups and banking
 - b. Dealing with a variety of customer queries / enquiries, either face to face, telephone or digitally
 - c. Managing season ticket sales, both annual and direct debits, and entry onto parking system
 - d. Managing a variety of bookings

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Supervision and management

Reporting to: Moors Valley Manager

Responsibility for: Day to day supervision of Information Point staff in relation to their gift shop duties

Other factors

- (a) Be prepared to work weekends and unsociable hours.
- (b) Continually seek to improve the quality of MVCP and increase visitor numbers.
- (c) Attend trade shows, conferences, exhibitions, to identify on trend stock items.
- (d) To represent Dorset Council and ensure its reputation is maintained at all times.
- (e) To be available to assist with any major incident, event or emergency as may arise.
- (f) Carry out patrolling and litter picking around MVCP.
- (g) Any other duties deemed reasonable for the post.

Our values

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment, interview and references (as specified below). We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations Required by law or essential to the performance of the role or both	Assessed through:
1. 5 x GCSE or equivalent	Application form
2. Evidence of CPD, specifically within the retail sector	Application form
Experience	
3. Retail development and creative design experience	Application form Interview Assessment
4. Stock ordering, monitoring and evaluation	Application form
5. Managing a budget	Interview Assessment
6. Visitor services, front of house, customer care experience	Application form Interview Assessment
7. Cash handling and reconciliation	
8. Administration tasks and data entry	Interview Assessment References
Our values	
9. Respect	Interview Assessment
10. Together	Interview Assessment
11. Accountability	Interview Assessment
12. Openness	Interview Assessment
13. Curiosity	Interview Assessment
Other	
14. Willingness to work evenings, weekends and school holidays	
15. Willingness to wear a uniform and present a smart professional appearance	
16. Ability to work under pressure and multitask	

Desirable



Desirable criteria will be used in the event of multiple applicants meeting the minimum essential requirements and if applicable, will be assessed through a combination of your application form, assessment, interview and references (as specified below). If you meet the desirable criteria, we will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations	Assessed through:
17. Relevant vocational training including; retail knowledge, websites, social media and/or online shops	Application form
Experience	
18. Working within a busy country park or tourist attraction	Application form Interview Assessment
Organising and running retail events, markets and exhibitions	
19. Attending trade shows, specifically within the retail sector	Application form Interview Assessment
Skills and abilities	
20. Excellent verbal, interpersonal, presentation and written communication skills	Interview Assessment References
21. Creative flair for retail displays, specifically gift shops	Interview Assessment References
22. Relevant and current knowledge of the retail sector, including trends and patterns, specifically gift shops	Interview Assessment References
Flair and innovation and the ability to adapt to new ways of working	
3. Use of Microsoft Office, specifically Excel	
4. Use of Gladstone and eProcurement or equivalent	
5. Ability to report and present on stock lines, income and expenditure and current trends	

Approval

Manager's job title: Karl Prince

Date: 1/04/2025

