

## Retail Team Leader

**Reports to:** Retail Officer

**Location:** Based at Swanage, with regular travel across the Railway

**Hours:** Part time (25 hours per week, with evening and weekend working)

**Contract:** Annualised

**Salary:** £17,000 per annum

### Purpose of the Role

To lead the day-to-day delivery of retail operations across the railway, ensuring a welcoming, high-quality visitor experience while maximising secondary spend. The Retail Team Leader plays a hands-on role, leading by example, supporting staff and volunteers, and ensuring retail outlets are well-presented, well-stocked, and visitor-focused at all times.

### Key Responsibilities - Retail Operations

- Lead daily retail operations across all shops, kiosks, and pop-up outlets.
- Ensure shops are open, staffed, clean, attractive, and fully stocked.
- Maintain high standards of visual merchandising aligned with seasonal events and branding.
- Support stock control, deliveries, pricing, and basic cash handling procedures.
- Work closely with the Retail Officer/Manager on product ranges and promotions.

### Key Responsibilities - Team Leadership

- Act as first point of contact for retail staff and volunteers during shifts.
- Provide on-the-job support, guidance, and informal training.
- Help coordinate rotas, breaks, and cover to ensure smooth operation.
- Foster a positive, inclusive, and motivated team culture.
- Lead by example in customer service and professionalism.

### Key Responsibilities - Visitor Experience

- Deliver consistently excellent customer service across all retail outlets.

- Support visitors with enquiries, accessibility needs, and general assistance.
- Handle minor complaints or issues professionally, escalating when required.
- Act as a visible ambassador for the railway and its values.

### **Commercial Awareness**

- Encourage upselling and cross-selling in a friendly, visitor-focused way.
- Support event trading (galas, Christmas services, special events).
- Provide feedback on visitor trends, popular products, and improvement opportunities.
- Assist with end-of-day checks and basic reporting where required.

### **Health, Safety & Compliance**

- Ensure safe working practices in all retail environments.
- Follow safeguarding, cash handling, and data protection procedures.
- Support risk assessments and incident reporting as required.

### **Person Specification - Essential**

- Experience in retail, hospitality, or visitor attraction environments.
- Confident supervising or leading others (staff or volunteers).
- Strong customer service skills with a friendly, calm approach.
- Practical, hands-on attitude and ability to multitask.
- Willingness to work weekends, bank holidays, and busy event days.

### **Person Specification - Desirable**

- Experience working with volunteers.
- Visual merchandising or stock control experience.
- Interest in heritage, tourism, or visitor attractions.

### **Reporting Line**

Reports to: Retail Officer

Works closely with: Visitor Services, Catering, Events, and Volunteer Teams