OUR VISION: To use the past, present and future technology, and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Retail Advisor

Reports to: Head of Finance

PURPOSE OF THE ROLE

Reporting to the Head of Finance, the Retail Advisor an autonomous role and responsible for developing an outstanding retail operation at MOTAT and creating an environment in which commercial returns from the Museums shops are maximised. The Retail Advisor takes responsibility for the overall management of MOTAT's retail shops and online store, including stock buying and stock management, merchandising MOTAT's shops. Increase sales, revenue, and profitability.

The Retail Advisor is also required to work closely with Visitor Services, to ensure the team has the product knowledge and sales training to support the retail operation, and with Brand and Communications to drive visitors to both the physical and online shops and maximise conversion to sales whilst in-store.

RESPONSIBILITIES

- Take a lead in developing an outstanding retail operation at MOTAT and creating an environment in which commercial returns from the Museums shops are maximised.
- Manage MOTAT's retail shops and online store, including stock buying and stock management, merchandising MOTAT's shops to increase sales, revenue, and profitability; seeking support from the Head of Finance as required.
- Proactively seek opportunities to diversify MOTAT's stock assortment, including attendance at trade shows/merchandising events and analysis of profitability.
- Establish and maintain retail inventory supplier relationships, negotiating purchasing contracts as required.
- Create appealing and eye-catching visual displays that maximise sales in each of MOTAT's shops.
- Design and implement window displays, signs, interior displays, and special promotions displays. Liaising with other teams across MOTAT, as required.
- Identify opportunities to increase additional retail revenue streams into MOTAT.
- Managing deliveries of stock, including transporting and storage of stock across both sites of the museum. Liaise with the MOTAT MEST team to ensure communication on bulk deliveries.
- Provide reports as required, (Monthly reports in a timely manner).
- Develop and regularly refresh MOTAT's online store offering.
- Monitor costs and work within the Commercial budgets, as agreed with the Head of Finance.

- Regularly review policies and procedures for MOTAT's retail operations.
- Collaborate with the Visitor Systems team to ensure the Retail system is always working efficiently with the other FOH systems. Maintain ownership of Shopify system.
- Ensure Retail system set up for afterhours Public Programmes events.
- Develop and regularly refresh MOTAT's online store offering.
- Enter stock and pricing information into the Retail systems to ensure the smooth running of MOTAT's shops.
- Complete store administration (including stocktakes) and ensure compliance with retail and stock management policies and procedures.
- Lead MOTAT's online store offering, as required, including stock loading and packaging stock for delivery.
- Act in alignment to MOTAT's culture, products, image, and target market included in the retail strategy.
- Collaborate with the Public Programmes and Exhibitions teams to promote new products and/or promote stock that aligns with MOTAT's Museum Experience and/or retail priorities and promotions.
- Analyse trends in stock sales across the Museum and promote changes, including pricing as required.
- Support training and information sharing to the Visitor Services team, as required.
- Actively support the delivery of the MOTAT experience by working closely with others across the Museum.
- Embrace a mindset of continuous improvement in understanding and implementing the principles of Te Tiriti o Waitangi.
- Model behaviours consistent with MOTAT values and MOTAT competency framework.
- Comply with all museum policies and procedures including but not limited to Safety & Wellbeing and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

KEY PERFORMANCE INDICATORS

- Effective and timely completion of key responsibilities and KPIs.
- Meeting KPIs, including ensuring that stock is controlled in-line with budget expectations.
- Positive communication and relationships maintained between MOTAT Team Members.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Nil

Internal Liaison: Visitor Services Manager, Public Programmes Team, Brand & Communications Team, Exhibitions Team, Visitor Systems Team, MOTAT Team

External Liaison: Customers, Suppliers

BUDGETARY AUTHORITIES

$5,000

SKILLS & EXPERIENCE

- Strong retail background; experience within the museum or retail sector preferable.
- Proven experience as a retail merchandiser or buyer preferred; minimum of three years' experience beneficial.
- Demonstrated visual design skills with a strong retail merchandising portfolio.

- Knowledge of current visual merchandising trends and best practices or aptitude and desire to learn.
- Demonstrated ability to analyse merchandising and stock reports in a retail environment.
- Strong organisational skills and good communication and interpersonal skills.
- Working knowledge of MS Office; Financial Systems, CRM and/or POS systems (desirable).

Ō MĀTAU UARA *OUR VALUES*

AUAHATANGA *INNOVATION*	We will be courageous and try new things.
NGĀTAHITANGA *COLLABORATION*	We will work as a team that respects and supports others.
MOTUHĒHĒTANGA *INTEGRITY*	We will act ethically and with respect and transparency.
PŪMAUTANGA *SUSTAINABILITY*	We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.