



## The National Memorial Arboretum

**Job Title:** Retail Assistant (Causal)

**Reporting To:** Assistant Retail Manager

---

### Role Purpose:

To always provide excellent customer service, helping visitors to get the most out of their visit and promoting activities to generate income. To support all aspects of the retail shop, guiding and assisting volunteers.

### Key Responsibilities:

- To provide consistently professional, first-class front facing communication and excellent standards of visitor care and customer service.
- To support the stock levels, delivery processing and merchandising standards to maintain effective and strong displays.
- To work to operational policy and procedures with regards to effective stock management.
- To guide and support the Retail volunteer team in delivering exceptional standards of customer services to all visitors and internal customers.
- To demonstrate a good working knowledge of the site and its operations.
- To respond positively and compassionately to all visitor feedback.
- To act as the first point of contact in a broad range of operational situations and tasks, taking responsibility for their resolution or escalating as appropriate.
- To act as an ambassador for the Arboretum, actively promoting the activities that generate spend. To help achieve organisational targets for income generation. To work with the Visitor Services and other teams to support new income generation initiatives.
- To operate a Retail Epos till, following till procedures and customer service standards including:
  - ✦ Operating till points correctly and accurately.
  - ✦ Handling cash and credit card payments in a secure and discrete manner.
  - ✦ Ensuring all visitors are provided with accurate product information.
  - ✦ Maximising sale opportunities
  - ✦ Performing the end-of-day till cashing-up and reconciliation, on a shift basis and following all agreed cash handling processes.



- To work as part of a wider team within the NMA to deliver organisational objectives and demonstrate a flexible approach to working in team situations.
- Any other duties within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the Head of Visitor Experience or Duty Manager.

**This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.**



## General

- To work in accordance with The Royal British Legion's shared values of Service; Collaboration; Passion; Excellence; Valuing our people which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).



## Person Specification

Criteria	Essential / Desirable	How to be measured
Knowledge & Experience		
Demonstrable customer service experience.	D	Application/Interview
Proven retail experience.	D	Application/Interview
Shared Values and Behaviours		
<b>Service</b> We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.		Interview
<b>Collaboration</b> We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.		Interview
<b>Passion</b> We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.		Interview
<b>Excellence</b> We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.		Interview
<b>Valuing our People</b> We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.		Interview
Skills & Attributes		
Excellent customer service skills.	E	Application/Interview



Excellent communication and listening skills.	E	Application/Interview
Ability to work as part of a team.	E	Application/Interview
Flexibility and adaptability.	E	Application/Interview
Ability to remain calm and work effectively under pressure.	E	Application/Interview