



# ROYAL OPERA HOUSE

## **JOB DESCRIPTION**

**Role / Title:** Retail Assistant

**Reports to:** Assistant Retail Manager

**Liaises with:** Visitor Experience, Development & Enterprises, Facilities

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### **Background:**

The Royal Opera House is undergoing a major redevelopment (“Open Up”) of its public spaces with the objective of improving the experience for both audiences and visitors, developing better facilities in which to make and enjoy our art forms and further developing our commercial potential.

Following the completion of the Open Up construction project in September 2018, the Royal Opera House will be re-launching its retail offer. The building project includes the development of a larger shop on the ground floor, (in close proximity to the enlarged and newly designed Covent Garden entrance) and sited within a vibrant foyer which includes a new café, exhibitions and displays and an engaging learning and participation programme. Given its proximity to the market (which some 45 million people visit annually), there is the opportunity to develop a retail experience which reflects ROH’s values and promotes its art forms whilst realising the commercial opportunity - from casual visitors to the building and alongside our 750,000 annual audiences. The new shop will be open 7 days a week with an operation that can respond to potential visitor numbers, seasonal opportunities and of course, the performance schedule.

### **The Role:**

The Royal Opera House retail operation from autumn 2018 will be an expanded enterprise designed to appeal both to our audiences and the expected 100,000+ daytime visitors per year. As a Retail Assistant, you will make an effective contribution to the retail sales team objectives through efficient, professional and accurate sales and will focus on providing an exceptional level of customer service.

## **Main Responsibilities**

### ***Customer Service***

- Provide excellent face to face sales and support service to all customers, with
  - Accurate, professional and efficient service
  - High level of customer service and responsiveness
  - Good product knowledge and understanding
  - An effective contribution to the team sales target
- Accurate and efficient handling of all point of sale transactions, either cash or card payments, and reconciliations, working to the Royal Opera House Shop service standards for all orders and transactions
- Advise customers and process orders received by phone, mail and website – special order of goods not in stock, passing orders to the relevant person and processing orders when goods are delivered to site
- In line with our Customer Relationship Management strategy, identify and action appropriate opportunities to proactively up-sell and cross-sell to our customers relevant offers, other shows and products & services in which there may be interest.

### ***Operations***

- Implement correctly the relevant policies and guidelines relating to sales payments, cash handling, reconciliation, administrative procedures and general customer service
- Work to given guidelines to manage stock maintenance, filling shelves and display of merchandise
- In relation to stocktaking, undertake comprehensive and accurate manual counting in stock-takes as directed
- Maintain knowledge regarding the ROH programme; provide customers with general information regarding their visit from briefing notes and shared data from the Visitor Experience team
- Follow procedure in the opening and closure of shop ensuring security awareness and general vigilance
- Maintain high standard of house-keeping in all shop and storage areas in accordance with safety & security procedures
- Demonstrate a positive, enthusiastic, committed and flexible attitude towards customers and other team members, recognising the importance and benefits of effective team working. Respond positively to feedback and support a culture of continuous improvement
- Comply with PCI and GDPR requirements in relation to dealing with card payments and personal data
- In line with Royal Opera House policies and procedures, maintain correct working methods and safe working practices, meeting health and safety standards and all relevant current legislation. Contribute to the safety of the public and colleagues and play an active role in any emergency situation including evacuations, in-line with training and role descriptions
- Promote the charitable status of the organisation and seek ways to encourage membership and philanthropy via staff teams and in the public spaces of the building
- Other administrative and customer service and sales related duties as required within the scope of the retail operation and as may develop over time in this area

### ***Continuous Improvement***

- Contribute to a culture of innovation and continuous improvement
- Support a culture of collaborative working and cross-team working
- Keep in touch with sector and industry developments, news and innovations
- Manage own learning and continuous professional development relevant to the role
- Undertake any other duties that may be reasonably required

## PERSON SPECIFICATION

### Essential Knowledge, Skills and Experience

#### **Retail Sales**

- Substantial retail experience with a proven sales track record
- Ability to make an effective contribution to a proactive sales environment
- Numeracy and accuracy in cash handling, reconciliation, order processing and stock taking
- Ability to learn a new point of sale (EPOS) system and till system
- Ability to manage own time effectively and use initiative as the role requires
- Commitment to delivering a high standard of work

#### **Customer Service and People Skills**

- Confident, helpful manner and consistent high level of customer care and service
- Teamwork capability and reliability
- Diplomacy and ability to communicate with a broad range of people
- A high standard of verbal and written English
- Honesty and high level of integrity
- Professional and tidy appearance
  
- Flexibility to work shift patterns during weekdays, evenings and weekends

#### **Product Knowledge**

- Some knowledge of opera, ballet and music, and a willingness to continually grow this, specifically in relation to the repertoire presented by the Royal Opera House
- A commitment to understand the product ranges, categories and stories offered in the Royal Opera House Shop to ensure the best service is offered

#### **Continuous Improvement**

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

**Note:** This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

