

THE  
FIFE ARMS

BRAEMAR

**JOB DESCRIPTION**

**RETAIL MANAGER**

HIGHLANDS HOSPITALITY LTD  
DURSLADE FARM, DROPPING LANE, BRUTON, SOMERSET BA10 0NL

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**Role Title – How I will be known** Retail Manager

**Key Relationships – Who I will engage with**

- I will report directly to the General Manager (GM).
- I will report indirectly to the Director of Retail and Deputy General Manager (DGM)
- I will be responsible for leading and managing the Retail Team
- I will engage with Reception, Reservations and Sales & Marketing teams.
- I will work cohesively with the management team to achieve our shared goals.

**Purpose– What I will achieve**

I will play a key role in achieving the Company's goal to create the best hotel in Scotland by offering our guests unique and exceptional experiences. I will do this by exceeding our guest expectations in every aspect of their stay so that they leave us feeling enriched and engaged and hungry to participate in our ethos.

Specifically, as Retail Manager, I will ensure an exceptional experience for every visitor and maintain exemplary retail standards.

**Outcomes – What success will look like for my role**

1. The Retail Team exceeds performance targets.
2. Our guest experience is consistently exceeding their expectations.
3. The financial targets for the Hotel and the Division are achieved.
4. The Fife Arms achieves national and international recognition.

**Key Tasks - How I will achieve the outcomes**

**General**

I will take responsibility for the following within the Retail:

1. Attract, recruit and retain an outstanding team of Retail Assistants,
2. Consistently measure KPIs to drive customer engagement and customer experience;
3. Ensure Hauser & Wirth and the Fife Arms is represented in-store by a team who are passionate about who we are and our ethos;
4. Drive excellent customer service standards within the store and provide an exceptional customer experience without fail
5. Create a proactive and dynamic approach to the customer experience and upselling,
6. Develop a strategy in partnership with the Hauser & Wirth sales & marketing to maximise sales,
7. Ensure effective and efficient management of all day to day activities including reporting,
8. Work closely with local retail community with a view to creating a sympathetic sales strategy.

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**Pre-Opening**

- Lead and manage the attraction, recruitment and training of the Retail Team,
- Engage with the local community to build relationships and the profile of the store, the Fife Arms, Braemar, and Hauser & Wirth; •
- Lead the development and compilation of Retail Operating Standards & Procedures.
- Support development and implementation of all IT tools.
- Develop and implement Retail readiness plan for opening on time.
- Support Head of Departments Team in their activity.

**Open for Business**

- Oversee all Retail activity to ensure excellent customer service.
- Manage the store retail team, including training, performance management, rostering, recruitment and well-being,
- Maintain a consistently high standard of presentation within the store, including displays/visual standards, stock condition and general cleanliness,
- Manage stock control and loss prevention,
- React to sales trends and communicate regular updates to the product development coordinator to ensure all operational demands are met;
- Regularly report, provide analytics and feedback as and when required by the Director of Retail,
- Ensure all store operations are maintained in your absence including adequate staffing and opening and closing procedures, maintaining operational costs within set budgets; •
- Maintain the security of the Retail premises, stock and all Retail monies,
- Be responsible for the maintenance of the stockrooms and all retail back-of-house areas,
- Suggest marketing initiatives and events in line with the activities of the gallery,
- Ensure all paperwork is submitted to the relevant parties in a timely manner,
- Be responsible for managing stock transfers to other stores and the efficient receiving of stock deliveries,
- Ensure the effective application of Health and Safety Hotel Policy in respect of the Retail.
- Lead by example, active coaching and mentoring of peers and colleagues.
- Take responsibility for the Retail Budget and maximise opportunities for upselling.
- Take responsibility for Management Policies and Practices, and in general support the General Manager to achieve the Hotel financial target.

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**SUMMARY OF SKILLS AND ATTRIBUTES – A TO Z – WHAT WE LOOK FOR IN YOU**

**General – Every Team Member**

Communication Skills & Interpersonal Skills  
Contributing to the Community  
Coping Under Pressure  
Enthusiastic & Personable  
Natural flare for hospitality  
Organisation Skills  
Positive Mental Attitude  
Problem Solving  
Team Player  
Willingness to learn

**Specific – To the Role**

Financial Management  
Hiring and developing great talent  
IT Literacy including MS PowerPoint, Word, Excel and Outlook.  
Store leadership in high level environment  
Management Skills  
Maximising Revenue Opportunities  
Visual merchandising and display skills  
Strong merchant skills and a history of delivering financial results  
Retail  
Retail Management  
Troubleshooting

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