

**NATIONAL BOTANIC GARDEN OF WALES**  
**GARDD FOTANEG GENEDLAETHOL CYMRU**  
**Job Description**

<b>Post Title</b>	Head of Retail, Admissions and Commercial
<b>Grade</b>	Manager
<b>Salary</b>	£25k-£28k depending on experience
<b>Department</b>	Commercial
<b>Reports to</b>	Director
<b>Responsible for</b>	Retailing throughout the Garden (plants and gifts), gatehouse/admissions, managing holiday accommodation
<b>Location</b>	Based at the Botanic Garden, Llanarthne, Carmarthenshire
<b>Post Reference*</b>	

The National Botanic Garden of Wales ('the Garden') is almost 20 years old. Set in 568 acres of historic parkland the 70 acres of formal Botanic Garden and Arboretum is complimented by an Organic Farm and NNR on the edge of the beautiful Towy Valley in Carmarthenshire, South West Wales.

The Garden is described as a National Asset in the Science Strategy for Wales and the Garden's Science Department carries out applied research in three core themes, 'Saving Plants and Fungi', 'Saving Pollinators' and 'Science and Society'. The Science department supervises a number of PhD researchers and undergraduate placement students from universities across the UK and is internationally recognised for the quality of its research output.

With specially designed indoor and outdoor learning venues and resources almost 25,000 educational visits are made to the Garden each year by students of all ages.

The Garden operates a number of commercial spaces and together with food outlets and retail shops which together with the Garden make it one of the leading visitor and tourist facilities in Wales, with a year-round calendar of special events. The Garden expects to welcome close to 160,000 leisure visitors this year.

The Garden is growing and expanding its commercial business and visitor services with the aim of increasing its commercial income to support the core mission conservation and education activity. As part of this process funding has recently been secured to restore the Regency parkland and lakes to open up the landscape to a wider visitor audience, and plans are advancing to develop camping and glamping accommodation services. A £2.5m funding award for delivering horticultural education and training across Wales has also just been approved. The Garden employs 75 FTE staff and this will grow significantly in the coming years

The Garden works in partnership with many organisations throughout Wales and the wider international community. The areas of partnership include horticulture, education, sustainability, conservation, science and research as well as arts and Welsh culture.

To support the strategy for growth the Garden is seeking to appoint a Head of Admissions, Retail and Commercial with the appropriate qualifications and experience, combined with a proven performance record, to work with the Director and the Senior Management Team to drive the business forward. You

will be a highly motivated individual with a proven track record in a similar role with customer facing experience.

You will take a leading role in growing the commercial aspect of the Garden to make an increasing contribution to the financial sustainability of the organisation.

More information on the Garden can be found at: [www.botanicgarden.wales](http://www.botanicgarden.wales), email enquiries may be sent to: [huw.francis@gardenofwales.org.uk](mailto:huw.francis@gardenofwales.org.uk), or Huw Francis (Director) can be contacted on 01558 667106.

To apply, please submit a full CV, and a cover letter to [janine.oram@gardenofwales.org.uk](mailto:janine.oram@gardenofwales.org.uk), clearly identifying how you meet the criteria for this role and indicating your current salary.

The closing date for receipt of applications is 9.00 a.m. on Monday 29th January 2018.

Interviews are currently scheduled for week commencing 5th February 2018.

### **OUTLINE purpose of the role**

This is an important income-generating role which supports the Garden's core mission, ethos, and ongoing success. This customer facing role is expected to maximise sales, turn-over, margins and profitability, and enhance the reputation of the Garden.

Areas of responsibility include the Gatehouse, admissions, retail shop, plant sales, ecommerce, and the developing accommodation provision.

The post manages a diverse team, and works closely with others across the Garden to promote the Garden to a wider audience, maximise engagement of visitors with the core mission and increase visitor enjoyment.

As a member of the Senior Management Team the post-holder will work five days out of seven to meet the needs of the business and be part of the weekend and out of hours duty management rota.

### **A. General Responsibilities and Accountabilities**

1. Developing and delivering the Garden's commercial strategy and plan, setting/achieving ambitious targets and the preparation and management of budgets.
2. Foster an organisational culture that is positive about change and committed to delivery of the strategic plan to improve commercial and service level performance for the benefit of the Garden.
3. Building strategic collaborations and partnerships with other organisations as well as stakeholders, funders and suppliers.
4. Create a culture of development, high performance and people management that develops leadership capabilities

### **Specific responsibilities**

1. Delivering an ongoing improvement in the financial return of the Gardens commercial operations.
2. Developing and implementing innovative new commercial opportunities including online ticketing, ecommerce, NBGW branded product lines and merchandising, and pop-up shops to cater for a widening and developing demographic of visitor.
3. Develop and implement the operational plan for Gardens' new accommodation provision.

4. Review of existing operation to identify potential improvements and preparing financial estimates and resources required to deliver Commercial Development activities.
5. Identifying and developing opportunities for new retail and commercial outlets in the Garden and working with other team members to deliver capital investment projects.
6. Directly promote the Garden to tour operators and other groups likely to visit the Garden.
7. Act as the prime customer services contact for the Garden.
8. Analysing weekly visitor and trading data, to advise senior management and support business development activities and strategic planning.
9. Setting Key Performance Indicators for the team and recruiting, reviewing and appraising staff on an ongoing basis.
10. Managing H&S and other compliance issues within the department.
11. Contribute, as a member of the Garden staff team, to any activities or duties that support and promote the Garden, and help in its smooth day-to-day running and its overall success and such other duties as from time to time will be allocated.

## PERSON SPECIFICATION

- Specified below are the criteria considered necessary to fulfil the role.
- This information is made openly available to applicants and will form the basis for the recruitment and selection process.
- Only those applicants who meet these criteria adequately will be considered.

Criteria and evidence expected:		Method of Assessment		
		Paper application	Interview	Occupational assessment
	Education/Qualifications Knowledge/Experience Competencies/abilities			
	<b>Essential Criteria</b>			
1	Educated to degree level or equivalent with at least 5 years proven performance in a senior retail and commercial role. Or relevant and demonstrated practical experience.	√	√	
2	Proven organisational ability and keen attention to detail, capable of working to a high level of individual responsibility and accountability with minimal supervision.	√	√	√
3	Excellent communication skills: oral, written, and interpersonal with well developed sense of customer focus.	√	√	√
4	High level keyboard skills and IT competence, including word processing, email, Excel, data input and collation, stock control systems and database management.	√	√	√
5	High level of financial numeracy and data analysis competency, confident at reviewing and reporting on retail performance and figures.	√	√	√
6	Evidence of ability to co-ordinate well with others, e.g. cross-functionally both within and beyond the organisation.	√	√	√
7	Proven and astute negotiator with keen awareness of business needs, pressures, imperatives, and goals of a small and lean organisation.	√	√	
9	Evidence of capability as an effective manager and team player with positive leadership skills, and 'can do' attitude.	√	√	√
10	Evidence of experience developing and delivering commercial growth in a similar organisation.	√	√	
11	Ability and willingness to work flexibly in relation to working times/days	√	√	√
	<b>Desirable Criteria</b>			
12	Commitment to the people, language and culture of Wales, and to the ethos and objectives of the Garden. The ability to speak Welsh with reasonable fluency is strongly desirable.	√	√	√
13	Knowledge of, and interest in, the west Wales Tourism sector	√	√	
14	Experience of developing new commercial outlets	√	√	