**Job Description**

Job Title: Retail Team Member

Reporting to: Guest Experience Department Managers and Team Leaders

Line Manager: Assistant Guest Experience Manager - Admissions

Salary: £12.60 per hour

Hours: 20 hours per week (Monday to Friday) or 8 hours per week (Saturday and Sunday)

Application Deadline: 4th September 2025

*This job description statement describes the general nature and level of work to be performed by the employee(s) assigned to this job title. It is not intended to be construed as an exhaustive list of all required responsibilities, duties and skills. The Beatles Story is open to revising this job description as necessary and will do so in consultation with the job holder at the appropriate time, ensuring your voice is heard*.

**THE PERKS**

* 32 days Holiday Annual Leave (pro-rata for part-time employees)
* A travel pass for local public transport: trains, buses, and ferries.
* Birthday Holiday after 12 months of service – “Today it’s your birthday!” incentive.
* Length of Service Benefit – additional days of holiday for every five years of employment.
* Discounts in our Fab 4 Shops and Café’s
* Allocated complimentary tickets to the Exhibition for friends and family

**ROLE PURPOSE**

You will be an integral part of the Front of House Guest Experience Team and assist the Assistant Guest Experience Manager - Retail in ensuring the day-to-day running of the department is to the highest standard. You will be a customer service champion, delivering excellent product knowledge and recommendations in an adaptable manner to ensure all visitors enjoy a premium quality guest-focused service. You will be friendly and approachable, and willing to embrace new ideas and go beyond customer expectations, inspiring unforgettable and unique moments that guests will treasure. You will support the Sales Function by maximising income generation activities and by upselling various product lines. You must be willing to learn about our collection and confident to give talks about the memorabilia and the history of the Beatles.

**STANDARDS OF SERVICE**

As an ambassador for the company, you will have a passion for delivering five-star customer service - you will be proactive, approachable, and guest-focused, always ready to offer support, directions and assistance when needed. You will be visible at all times, maintaining a professional manner, and you will engage with guests and respond to their needs by being able to answer a diverse range of questions and enquiries. You will be security conscious and alert, ensuring in-depth knowledge and implementation of all company security procedures to safeguard both the exhibition and guests. This includes observation and reporting of any incidents.

**KEY RESPONSIBILITIES**

**Guest Experience**

* One of your key responsibilities as a Retail Team Member is to ensure that a consistently excellent standard of customer service is delivered every day. This is a crucial aspect of the role and will contribute to the overall success of The Beatles Story.
* To undertake all allocated tasks and responsibilities with professionalism and integrity.
* As a Retail Team Member, you will be the first point of contact for customer complaints and queries. It's important to handle these situations with sensitivity and professionalism. You should be able to assess when it's appropriate to escalate a complaint to a manager, ensuring that our guests' concerns are addressed promptly and effectively.
* Demonstrate a positive presence by being alert and aware of our guests, presenting yourself to the highest standard and demonstrating that you are approachable.
* Ensure that all areas of the guests’ journey, Main Entrance, Welcome Area, Fab4Store, Fab4Café and the Discovery Zone are always presented to the highest possible standards, ensuring cleanliness, tidiness, good presentation of visitor information, functionality of electronic elements and areas are fully stocked.
* Ensure income generation activities are maximised by upselling products at purchase points.
* To strictly adhere to The Beatles Story cash handling procedures.
* To complete all daily checks, recognise and report faults promptly.
* Be aware of commercial activities, products and offers, and promote these to our visitors.
* Respond efficiently and competently to any incidents or operational issues as they arise.
* Follow and comply with all health and safety, emergency and fire safety procedures and assist during emergencies.
* Attend training courses, workshops and team meetings as necessary, and undertake one-to-one training as and when required to maintain agreed standards of guest welcome/services.
* Complete all necessary digital procedures and documentation promptly to keep up to date with any relevant changes to processes.
* Previous experience of delivering high-quality service to others is desirable, but more importantly to us, is your friendly, confident and visitor-focused disposition.

**Retail**

* To ensure optimum cleaning standards at all times, front and back of house within the retail areas of the business.
* To be familiar and confident with all retail products so that you can highlight recommendations of products to Beatles Story customers.
* Work from heights as and when needed to replenish shop displays and signage.
* Ensure all breakages are recorded correctly and any relevant supplier issues are communicated to a member of the management team.
* Provide a warm welcome to all Beatles Story customers who enter through the store doors or contact the store via the telephone, answering all enquiries helpfully and positively.
* Assist with building display equipment as and when needed, following the correct training to do so.
* Operate the tills, dealing with all sales, refunds and exchanges, ensuring a manager is called to assist as and when required.
* To ensure all stock is always filled and displayed attractively.
* Receive deliveries upon arrival of stock, highlighting any errors or damages promptly to a member of management.
* To follow all stock guidelines and procedures to prevent loss.
* To provide a warm and friendly welcome to everyone, you should be able to converse with guests proactively and confidently, either individually or as a group, ensuring that they get the most out of their experience.
* To develop and maintain an appropriate level of knowledge of the Exhibition’s collection, displays, objects, stories, and activities to assist guests in getting the most from their visit.
* Regularly monitor the condition and cleanliness of front-of-house facilities, taking corrective action and/or reporting issues.
* To ensure familiarity with organisational procedures and follow them as required.
* To provide a duty of care for the collection, facilities, and our guests, including assisting in fire evacuations and first aid once complete training is provided.
* Know how to evaluate and respond sensitively to the specific needs of guests.
* You will have a passion for the band and desire to share your knowledge with the team and broader audience.

**Performance & Collaboration**

* Actively partake in regular engagement meetings and annual performance reviews, offering a dialogue that shows a desire for personal development, ideas that can enhance the visitor experience, and improve the building to ensure that together we strive for operational and service excellence in a supportive and inclusive work environment.
* Attend training courses, workshops, and team meetings to enhance development, skills and abilities, and to foster personal and professional growth.
* Effectively collaborate with colleagues to ensure smooth operations and a seamless visitor experience. Assist the Marketing team in delivering our message via social media channels such as TikTok and Instagram to highlight the brand and activities within the museum.
* We are a business that actively supports volunteering and community work placement programs. Occasionally, you will be asked to support these programs by partnering up with candidates and showcasing your role.
* Assist in mentoring new team members during their Induction periods as and when required.

**Operational Standards**

* To undertake and ensure compliance with the company's Health and Safety and Fire procedures.
* Take on the role of fire marshal to support in emergency and evacuation procedures.
* Ability to monitor visitor flow to minimise queues and prevent overcrowding efficiently. Ensuring that the various constraints on visitors, which are essential to the safekeeping of the property and its exhibits, are applied sympathetically.
* Ensure that all areas of the attraction are clean, safe, tidy and hazard-free. Alert managers if there are faults/problems in a timely fashion.
* Ensure departmental daily checks are conducted and standards of service are maintained.
* To be security conscious and alert, ensuring in-depth knowledge and implementation of all company security procedures to safeguard both the exhibition and guests.
* To operate electronic card transaction machines with the appropriate levels of skill and accuracy.
* Acquire a sound knowledge of the company and its collection to ensure all visitors receive an appropriate welcome and are provided with accurate information.
* Ensure all areas are tidy before opening and throughout the day.

**Your Skills**

* You will be articulate and friendly and enjoy working in a busy, visitor-facing environment.
* The working pattern is on a rota basis that can cover opens, closes and core hour shifts.
* Good knowledge and experience of providing premium customer service with demonstrable understanding of this, ideally within a significant visitor attraction, entertainment venue, café, restaurant or retail store.
* Experience in operating EPOS and/or electronic ticketing systems
* Experience in achieving performance objectives, particularly in revenue generation.
* Ability to work effectively in a team with good leadership and motivational skills.
* Strong interpersonal skills with competence in building and maintaining effective working relationships at all levels of the organisation.
* Knowledge and passion for The Beatles and Liverpool.
* Excellent communication, customer service, communicating clearly and confidently to a diverse range of guests, staff, peers, and managers verbally and in writing.
* Exemplary personal presentation standards.
* Able to use telephones, radios, tills, and other technology as required, to aid in carrying out your duties.
* Good knowledge and experience of providing premium customer service with demonstrable understanding of this, ideally within a significant visitor attraction, entertainment venue or retail store.
* Experience in operating EPOS and/or electronic ticketing systems
* Experience in achieving performance objectives, particularly in revenue generation.
* Ability to work effectively in a team with good leadership and motivational skills.
* Strong interpersonal skills with competence in building and maintaining effective working relationships at all levels of the organisation.
* Knowledge and passion for The Beatles and Liverpool.
* Excellent communication, customer service, communicating clearly and confidently to a diverse range of guests, staff, peers, and managers verbally and in writing.

**The role holder may be required to undertake any other appropriate duties as deemed necessary.**

**PERSON SPECIFICATION – Retail Team Member**

**Note to Applicants: Essential requirements are marked with ‘E’. Desirable criteria are marked with ‘D’.**

| **CRITERIA** | **REQUIREMENTS** | **METHODS OF ASSESSMENT** |
| --- | --- | --- |
| **Experience, Knowledge and Skills** | Strong interpersonal and communication skills **(E)**  Ability to engage with diverse audiences **(E)**  Customer Focussed **(E)**  Able to work under pressure in a fast-paced environment and deliver excellent customer service. **(E)**  Works well within a team environment and strives to support and champion colleagues **(E)**  A knowledge or willingness to learn about the Beatles and the history of Liverpool, and to share that knowledge with others **(E)**  Good time management skills **(E)**  Adaptable and flexible **(E)**  Able to take Management direction and feedback **(E)**  Knowledge and/or experience of the following sector: Culture & Tourism. **(D)**  Knowledge and /or experience of working with Health & Safety procedures **(D)**  Knowledge and/ or experience of working with a Security mindset **(D)**  Experience working within a retail environment. (D)  Experience in following cash handling procedures **(D)** | A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I |
| **Education/**  **Qualifications** | **N/A** | A, I |

**Key to Assessment Methods: A – Application, P Presentation, I – Interview.**