



Morecambe Football Club are on the lookout for a dynamic and motivated Retail Manager. Responsibilities include overseeing all operation functions of the retail department including operations, stock purchasing, budget planning and increasing sales. The overall objectives of the role are to increase sales and profit within the club's retail department by managing and overseeing all operational functions, champion the continued development of the retail teams to ensure they have the necessary skills to deliver the sales targets and customer service objectives, and to provide overall day-to-day management of the stadium store, warehouse, mail order and online services with particular attention to driving both online and match day sales. The role will involve matchday work, which is usually a Saturday and Tuesday evening. The role will be permanent and full time. All those who join the team will benefit from access to exclusive club events and ongoing training and development opportunities.! If this is of interest to you, please refer to the below job description and complete our application form, returning this along with your CV to recruitment@morecambefc.com

JOB DESCRIPTION

REF – MFCRM1 – 08/21

Morecambe FC - Retail Manager	
Department	Commercial
Reports to	General Manager
Contract	Full time, permanent
Full terms of agreement	To be discussed upon successful application
Hours of work	38 hours, 5 days over 7 with evening, weekend and bank-holidays required
Remuneration	Based upon experience
Holiday entitlement	To be discussed
Key internal relationships	Operations Manager, General Manager, Commercial Manager, Events Coordinator, Media Department, Ticket Office, Board of Directors
Purpose of the role	To be responsible for overseeing all operation functions of the Morecambe FC retail department including operations, stock purchasing, budget planning and increasing sales.
Key Tasks & Responsibilities	<ul style="list-style-type: none"> • Manage and develop an efficient and profitable retail arm of Morecambe FC. • Maximise sales income and profitability. • Monitor and manage all retail stock and merchandise. • Deliver exceptional levels of customer service. • Work with the Commercial Team.

- Produce weekly and monthly sales reports.

Financial Responsibilities

- Cash up till and reconcile daily.

Stock Management

- Complete yearly and rolling stock takes to ensure physical stock levels are consistent with system counts.
- Manage all ordering of stock.
- Ensure the stock room has the correct stock profile to support shop floor sales.
- Ensure all items listed on the Online Store is in stock.

Shop Floor

- Maintain a clean, tidy and attractive Club Shop.
- Replenish stock to maintain a full and clean retail environment.
- Operate in a friendly, professional and welcoming environment.
- Ensure all relevant product is available for sale.
- Carry out visual merchandising and run promotional campaigns.

Reporting

- Report on sales targets / performance on a weekly / monthly basis.
- Attend monthly team meetings.
- Attend other meetings as and when required by the Commercial Manager, General Manager and Board of Directors.

Customer Service

- Provide outstanding customer service to each and every customer.
- Leave a lasting, positive impression and encourage a return visit.
- Ensure customer data is collected and recorded within the CRM.

Online Store

- Ensure all stock is available within the Online Store.
- Ensure product descriptions, prices and stock is listed accurately.
- Ensure the online shop is optimised and user friendly to drive sales
- Run promotions and special offers.
- Organise the postage and packaging of all online sales

Other

- **Contribute creative ideas to improve the profitability of the Club Shop.**
- **Develop good working relationships with various suppliers.**
- **Work flexibly and outside normal working hours as and when required to meet the needs of Morecambe FC.**



PERSONAL SPECIFICATION

		Essential	Desirable
Knowledge & Experience			
	<ul style="list-style-type: none"> An interest in retail and personal development 	✓	
	<ul style="list-style-type: none"> Experience of working in a retail environment 	✓	
	<ul style="list-style-type: none"> Experience of working with the general public, face to face and on the telephone 	✓	
	<ul style="list-style-type: none"> Experience in managing a team 		✓
	<ul style="list-style-type: none"> IT literate skills, with the ability to use the full Microsoft Office package 	✓	
	<ul style="list-style-type: none"> Track record delivering quality customer service and client satisfaction. 	✓	
	<ul style="list-style-type: none"> Ability to work flexibly across a 5-day working week including evening, weekends and bank holidays 	✓	
Personal Qualities & Skills			
	Interpersonal skills – must be a consistent team performer and able to forge excellent working relationships	✓	
	Have a polite and courteous manner and a personable approach	✓	
	Energetic and forward thinking	✓	
	Can offer solutions to problems, using initiative and common sense	✓	
	Willing to work in high pressure situations	✓	
	Confident, positive and happy speaking/interacting with people	✓	
	Be organised and have good time management skills	✓	
	Reliable and dependable at all times	✓	
	Honest, reliable and trustworthy	✓	
Safeguarding			
	To have due regard for safeguarding and child protection policies, including the welfare of children and young people	✓	
	All Employees are subject to DBS checks, with our safeguarding officer	✓	
Other			
	A willingness to learn and develop as an individual through CPD	✓	
	Applicants must be over the age of 18	✓	

The Employee must at all times carry out his/her responsibilities with due regard to Morecambe FC policies and procedures.

The Employee must act to protect all young people and vulnerable adults that are in their care, following the Club's Safeguarding and Child Protection Policy at all times. The Employee must report any misconduct or suspected misconduct to

the Safeguarding Manager.

The Employee must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees, Employee and customers.

The above Role Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the Club.

