

SHUTTLEWORTH SHOP	
PRICE LIST	
SHUTTLEWORTH LOGO BASEBALL HAT	£20.00
SHUTTLEWORTH LOGO T-SHIRT	£25.00
VARIOUS COLOURS	
VARIOUS SIZES	





# ABOUT US

A year-round visitor attraction in the heart of Bedfordshire, Old Warden aerodrome is one of the only remaining grass airfields in the country. The Visitor Attraction is made up of the Collection, Swiss Garden, Shuttleworth House, and extensive surrounding Parkland. It also boasts an on-site café.

As well as daily visitation, Shuttleworth offers regular events, including a summer air show season that welcomes around 30,000 visitors each year, family and commercial events, private hire opportunities and weddings.

As an educational charity, we are proud to offer a range of learning opportunities to schools and colleges. Our engineering apprenticeship programme has led to many of our in-house engineering team working with us for many years.

## The Collection

Honouring the legacy of our patron, Richard Ormonde Shuttleworth, The Shuttleworth Collection is a treasure trove of airworthy vintage aircraft from 1909-1950, agricultural and steam exhibits, veteran vehicles, classic motorcycles, bicycles, carriages, and buses.

## Swiss Garden

Beautifully restored, this RHS partner garden is a unique example of a Regency Garden in the 'Alpine' style.

## Shuttleworth House

Shuttleworth House hosts a range of events throughout the year, as well as being a hugely popular wedding venue. There are various spaces available for corporate bookings and away-days.

## Parkland

The Shuttleworth site includes stunning lakes and parkland which can be hired for events and is open to various public walking routes.



The Shuttleworth Trust – registered charity: 307534 – was set up to honour the life and legacy of Richard Ormonde Shuttleworth, a keen aviator, racing driver and horse racer, who was tragically killed in 1940 during a night training exercise for the RAF.

# RETAIL MANAGER

We are seeking a new Retail Manager to contribute and build a long-term strategy that sets out to ultimately achieve the accountable objectives set below whilst managing Shuttleworth's in store retail and online e-commerce operations, working to secure new suppliers to produce a new range of modern and popular branded products that will set Shuttleworth's retail market apart from other attractions. Management of the day-to-day retail and admission operations including serving customers, keeping EPOS systems up to date, monthly stock takes and ensuring stock is ordered in line with agreed budgets.

## Duties and responsibilities within retail:

- To oversee the day-to-day running of the shop and admission function within the visitor centre.
- To formalise opening and closing procedures for Visitor centre staff.
- To provide adequate customer service training for visitor centre assistants and volunteers.
- To ensure accurate reporting of visitor numbers (including those who visit under membership).
- To manage of the telephone enquiries line, directing any unanswered questions to the email support line.
- To actively promote and push Shuttleworth's upcoming events, selling advance tickets and additional products from the visitor centre.
- To complete monthly stocktakes, taking action to rectify and investigate any discrepancies, ensuring 100% stock profile accuracy.
- To work with new suppliers to source a range of unique branded products, tracking the sales and adjusting based upon sales.
- To work on a range of collectable, unique branded products and tracking of said ranges sales.
- To work on a core range of collectable air show products utilising air show artwork and theming in the design of any new products, whilst producing a core range of products that for the Shuttleworth's brand guidelines.
- To manage the buying and pricing of all shop products aiming to secure a shop selling margin above 70%.
- To work on product promotions to increase customer spend including pick up lines at the till.
- To work on a merchandising plan for the shop area to ensure products are displayed in a presentable and easy to access way.

## Duties and responsibilities within e-commerce:

- To manage the on boarding of products to the online platform and tracking sales data.
- To manage the online content of the Shuttleworth Shop producing the imagery and SEO content alongside the Marketing team to ensure all imagery and blurb is in line with the brand guidelines and wider strategy.
- To support, within the longer-term strategy, the implementation of an offsite fulfilment contract that will manage the postal service of Shuttleworth products purchased online, but in the meantime to run an internal fulfilment operation.
- To ensure 100% stock profile accuracy on the online platform.

## Accountable objectives:

- To achieve an annual turnover of £220,000 in the first full financial year (Nov 2025 – Oct 2026) whilst achieving 30% bottom line contribution within the Shop P&L's, with an overall margin above 70%.
- To achieve an annual turnover of £300,000 in the second full financial year (Nov 2026 – Oct 2027) whilst achieving 35% bottom line contribution within the Shop P&L's, with an overall margin above 70%.
- To achieve incremental revenue growth over the remaining three years, achieving annual turnover of £500,000 and 40% bottom line contribution by the fifth year 2030, within the Shop P&L's, with an overall margin above 70%.



### Duties and responsibilities within operations:

- To create and manage staff rostering in the Visitor Centre in line with set budgets, liaising closely with the wider team for support for cover and large events.
- To closely communicate with the Head of Visitor Operations to regularly review best practices.
- To work on building an external shop offering at larger events and air shows running alongside the indoor operation.
- To ensure a clean and presentable work area.

### Duties and responsibilities regarding financials:

- To handle cash and card payments where applicable.
- Proficiently operate the EPOS system.
- Assist in the control of stock levels and expenditure in line with set budgets.
- To supply financial data to the finance team as requested.
- To take full responsibility for P&L across retail and e-commerce.

### Duties and responsibilities within customer service:

- To ensure provision of high quality and efficient service to visitors.
- To support with complaints and feedback as required.
- To be a key contact where required to clients, stakeholders and guests.
- To train the team to deliver exceptional service.

### Duties and responsibilities within the wider team:

- To work with the marketing and senior management teams to maintain and develop brand awareness for the department.
- Bring new ideas on how to develop the day-to-day marketing of non-event activities within the shop.
- To comply with Health and Safety legislations.
- To comply with GDPR legislation.
- To adhere to organisational and security policies.
- To develop and maintain policy and procedures that support and deliver departmental objectives.

### Personal responsibilities:

- To demonstrate personal integrity in all day-to interactions with colleagues and visitors, working as a positive role model.
- To tackle challenges in a pragmatic and collaborative manner to bring staff and volunteers along with changes and developments.
- To protect the reputation of the Trust.
- To maintain professional levels of confidentiality commensurate with the role.

*This is a description of the job at present. The above is not intended to be a comprehensive list of key responsibilities or duties. Other related duties may be required from time to time. It is the practice of the Trust to periodically review job descriptions and to update them to ensure that duties relate to the job then being performed. It is our aim to reach agreement to reasonable changes following consultation. However, if agreement is not possible, the Trust reserves the right to make reasonable changes after consultation.*





# SKILLS & EXPERIENCE

## Essential:

- Proficient experience with EPOS systems, front and back end.
- Experience working in a retail role, ideally in a management role.
- Previous experience rostering staff.
- Ability to provide P&L data, stock accuracy and reporting to a high level.
- Develop and maintain strong relationships with third party fulfilment and stock providers.
- Strong communication with the wider team is a must.
- Demonstrable experience of managing in a retail role.
- Demonstrable experience of managing individuals and/or volunteers.
- Working to budgets and timelines.

## Desirable:

- Previous experience working on a product development project.
- Ability to develop a physical and digital retail space.
- Previous experience developing relevant branded product lines.
- An interest in aviation, vintage vehicles, gardening or history.



# TERMS & CONDITIONS

Job Title:	Retail Manager
Working Pattern:	Full-time 5 out of 7 including mandatory attendance at large-scale events such as air shows
Salary:	£32,500 - £35,000 DoE plus incentive package
Incentive package:	<ul style="list-style-type: none"><li>• Achieve between 30% and 45% bottom line contribution over the full financial year to achieve a 3% bonus against annual salary.</li><li>• Achieve between 36% and 41% bottom line contribution over the full financial year to achieve a 5% bonus against annual salary.</li><li>• Achieve 41% or more bottom line contribution over the full financial year to achieve an 8% bonus against annual salary.</li></ul>
Expected hours:	40 Hours
Job Type:	Permanent
Benefits:	<ul style="list-style-type: none"><li>• Company pension</li><li>• Discounted or free food</li><li>• Employee discount</li><li>• On-site parking</li></ul>
Schedule:	Five days out of seven and weekend availability
Ability to Commute:	Biggleswade (essential)
Work Location:	In person, on-site
Reference ID:	Retail Manager
Driving Licence:	Ability to commute to work and drive on-site when required
Right to Work:	To be eligible for this role we will request sight of your right to work documents should you be selected for the interview





# HOW TO APPLY

To apply for this role, please submit your CV and a covering letter outlining your suitability for the role to [jobs@shuttleworth.org](mailto:jobs@shuttleworth.org)

We look forward to hearing from you.

