



SHUTTLEWORTH

RETAIL AND E-COMMERCE MANAGER
RECRUITMENT PACK

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 29,000 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 and E-Commerce Manager

We are seeking a new Retail and E-Commerce Manager to contribute to the long term strategy that will 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.

Core duties and responsibilities within Retail:

- Oversee the day-to-day running of the Shop and Admission function within the Visitor Centre.
- Managing telephone enquiries.
- Actively promote and push Shuttleworth's upcoming events and selling advance tickets.
- Complete monthly stocktakes, taking action to rectify and investigate discrepancies for stock accuracy.
- Work with new suppliers to source a range of unique branded products.
- Sales tracking of products.
- To develop a core range of collectible air show products based around artwork, brand guides and theming alongside a core range of products within agriculture, aviation and automotive spaces.
- Management the buying and pricing of ALL shop products to secure a margin above 70%
- Product promotions to increase average customer spend.
- To train and support volunteers within their rolls as they support you.
- Ensure provision of high quality and efficient service to customers.
- Support with complaints and feedback as required.
- To be a key contact where required to clients, stakeholders and guests.
- To ensure a clean and presentable work area, challenging any unsatisfactory areas.

Core duties and responsibilities within E-Commerce:

- Supporting with the implementation of a new online shop.
- Managing the onboarding of products to the online platform and tracking of sales data.
- Managing the online content of the Shuttleworth Shop producing imagery and SEO content alongside the Marketing team to ensure it meets brand guidelines.
- To support with the implementation of an offsite fulfilment contract that will manage the postal service of Shuttleworth products purchased online.
- To ensure 100% stock profile accuracy on the new online platform.

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 and E-Commerce Manager

Working Pattern: Full-time 5 out of 7, including mandatory attendance at large-scale events such as air shows

Salary: £35,000 - £37,500 DoE plus incentive package

Incentive package

- Achieve between 20% and 25% bottom line contribution over the full financial year to achieve a 3% bonus against annual salary
- Achieve between 26% and 31% bottom line contribution over the full financial year to achieve a 5% bonus against annual salary
- Achieve 31% or more bottom line contribution over the full financial year to achieve an 8% bonus against annual salary

Expected hours: 40 Hours

Job Type: Permanent

Benefits:

- Company pension
- Discounted or free food
- Employee discount
- On-site parking

Schedule: Five days out of seven and weekend availability

Ability to Commute: Biggleswade (essential)

Work Location: In person, on-site

Reference ID: Retail and E-Commerce 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

We look forward to hearing from you.

