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# Hoxton Street Monster Supplies

ESTD 1818

~ *Purveyor of Quality Goods for Monsters of Every Kind* ~

*www.monstersupplies.org | www.ministryofstories.org*

159 HOXTON STREET, LONDON N1 6PJ

ALL PROFITS GO TO THE MINISTRY OF STORIES

VAT NO. 169 9531 56

## **Retail Manager (Operations and Customer Experience)**

### **Hoxton Street Monster Supplies, Ministry of Stories**

*Part time (0.6), FTE Salary £22,500 p.a.*

*Working days: Thursday, Friday and Saturday when shop is open to the public*

*Application deadline: 12 noon Thursday 30th July. Interview date: Friday 7th August.*

Hoxton Street Monster Supplies is the only shop in the world to cater to the everyday needs of every imaginable kind of monster. Our shop has been open to humans since 2010 and last year we ranked no. 25 in Time Out's 100 Best Shops in London and featured in Culture Trip's Guide to London's Best Independent Shops and Businesses.

Hoxton Street Monster Supplies is a small and exciting venue, selling bespoke products for the monster community in a very engaging way that makes every visit to our shop a fun and immersive experience for customers. When you enter our shop, you enter a world led by the imagination, curiosity and a dash of mild peril. Visited by international dragons and zombies, yetis and gremlins, brave humans and mini humans, every day brings a new story and experience for our staff, volunteers and customers.

Hoxton Street Monster Supplies is a wholly owned trading subsidiary of Ministry of Stories, a children's charity which resides behind the shop's secret door. Deeply rooted in the heart of Hoxton, the shop acts as the public face of the charity, provides a warm welcome to the families who access their programmes, and proves to children how seriously the charity takes the imagination when they first walk through the door. However, it doesn't just excite children - our shop gets lots of attention from around the world - and has featured recently in an article for in Creative Review and Culture Trip, been a location for a photoshoot with Asian Vogue and had a four page promotion in Air China's in-flight magazine!

We have ambitious plans to increase our sales in store and online, and later this year, we hope to invest in a second Retail Manager (0.4 FTE) to expand our shop opening hours and drive whole partnerships and new product development. We have a well-established and unique online store

and in the last ten years have attracted high profile wholesale partners including the Design Museum, Liberty and Wellcome Collection.

All profit from the shop is under a 'curse' and as a result has to be gift aided to Ministry of Stories and therefore we are motivated to boost sales, drive repeat custom and develop our wholesale and online offer in order to increase both profile and profit to help the charity to support more local children and families in East London.

Ministry of Stories exists to champion the writer in every child. The charity provides free creative writing labs for 8 – 18 year olds for around 1,000 children and young people a year. Through their programmes, children learn to use writing as a tool to share their voice and unleash their wild imaginations.

### **About the role**

The Retail Manager (Operations and Customer Experience) will be three days/week under the leadership of the Deputy Director of Ministry of Stories, and forms part of the wider Operations Team. Later in the year, we plan to recruit a second Retail Manager (Product Development and Wholesale), on a 2 days/week basis, to support our stock purchasing, new product development and developing our wholesale offer and customer base.

The post is subject to a 6-month probationary period.

### **The ideal candidate**

You will be a great leader, a highly motivated starter-finisher with outstanding communication skills. You will be an exceptionally organised individual with a strong interest in retail with a social purpose.

You will have the drive and motivation to develop Hoxton Street Monster Supplies further as an exceptional retail experience. You will recognise the social value of our charity and be highly motivated to drive success through our brilliant volunteers, engaged customers and excellent shop management. You will bring experience of online sales and digital marketing - able to develop this service and draw the audience to our wonderful products, including Thickest Human Snot and Impacted Earwax.

You will have excellent attention to detail, together with good people skills. Volunteers are important in all that we do and the shop is currently supported by volunteers in the roles of shopkeepers, online fulfilment, postal services administration and ghostwriters. You will need excellent people skills to build volunteers' capacity to be involved in all aspects of the work, as appropriate. You will need an excellent track record in customer service and retail management, whilst being enthusiastic, full of courage to have a go and not afraid of hard work.

In return we offer an excellent, supportive environment to work in, and you will know that through your contribution, children and young people will be able to write a brighter future for themselves.

We offer 25 days' annual leave + statutory bank holidays (pro-rata) and pension. Your working days will be Thursday, Friday and Saturday, when our shop is open to the public.

## **Main Purposes**

1. To drive sales to achieve our income targets and Key Performance Indicators
2. To ensure the efficient and effective running of the business
3. To be the HSMS brand custodian, raising public awareness, attracting press and marketing, and engaging the wider community
4. To recruit, train and manage the volunteer team to deliver a welcoming, immersive and magical experience for customers, children and families

## **Specific Responsibilities**

### **1. Retail Operations**

- To lead on an excellent customer experience, including customer feedback and market research
- To drive in store and online sales, meeting sales targets and KPIs
- To lead on weekly, monthly and quarterly reporting of sales and KPIs to Deputy Director

### **2. Volunteering**

- To recruit, retain and manage all volunteer roles relating to the shop
- To manage the volunteer rota and weekly communications
- To provide all training for volunteer roles relating to the shop
- Run the HSMS session of the wider Ministry of Stories volunteer induction
- To support Ministry of Stories to achieve its' ambition to grow young volunteering (16-25yr)
- To deliver quarterly monitoring of volunteering related to shop

### **3. Retail Strategy and Planning**

- To support overall budget forecasting and management for HSMS
- To service the HSMS Shop Board, including arranging two meetings per year and keeping directors informed of HSMS activity via quarterly reports
- To develop understanding of high street and online retail trends and benchmark performance against similar retail outlets, including our sister organisation, Grimm & Co.
- To work in partnership with Development Team to organise and lead corporate experience and group volunteering days for income generation

### **4. Brand, Marketing and Communication**

- To lead and advise on HSMS brand awareness and consistency
- To be the first point of contact for press enquiries regarding HSMS
- To work with Retail Manager (Product Development and Wholesale) and Marketing Manager to plan and deliver content and activity for our annual retail calendar and website
- To create volunteer case studies

### **5. Community Engagement and Profile**

- Develop activities to engage the community in the shop and wider Ministry of Stories, including the HSMS Postal Services
- To promote Ministry of Stories and our work, including representing the organisation at events and delivery of HSMS pop-up shops where relevant

### **6. Day to day running of the shop**

- To manage the shop during opening hours on your working days and provide support to shop volunteers, including a brief and debrief as part of each session
- To deliver all financial administration related to HSMS
- To manage online orders including fulfilment, refunds and all enquiries through volunteers
- To complete the monthly stock take and provide up to date information to Management Accountant

### **Person Specification:**

#### **Essential experience**

- Strong track record in customer service and retail management, including managing rotas
- Strong track record of increasing revenue (instore and online)
- Experience of using Shopify, Vend or similar Electronic Point of Sales (EPoS) systems
- Experience of managing supplier relationships, including product purchasing, negotiation skills
- Experience of working to brand guidelines and acting as a brand custodian
- Experience of retail marketing, sales, communications and promotions, using tools such as email, facebook and instagram
- Experience of working with a wide range of stakeholders, and building and maintaining excellent relationships, including designers and photographers

#### **Desired experience**

- Experience of budget and stock management
- Experience of designing and delivering training in relation to retail operations
- Experience of building and leading a team to develop a strong culture, motivation and retail performance
- Experience of visual merchandising

#### **Aptitude and Abilities**

- Excellent verbal and written communication and interpersonal skills
- Engaging and outgoing, and confident being interviewed or filmed as part of the role
- Excellent administration skills - good attention to detail, accurate financial and KPI reporting and good presentation of work
- Ability to prioritise and meet deadlines

#### **Knowledge**

- An interest in creative writing, arts, education or social causes
- IT literate, preferably with working knowledge of website content management systems, email newsletters and database software (preferably wordpress, mailchimp and Salesforce)
- Understanding of effective marketing and sales principals

#### **Attitude and motivation**

- To engage with customers, staff and stakeholders in a friendly and constructive manner
- Ability to work calmly in a sometimes pressured environment
- To undertake duties proactively, using initiative and problem solving
- To demonstrate a willingness to undertake training as required for the development of the post and enhancement of the charity's skill base
- To commit to the principles of Ministry of Stories including our safeguarding policy and champion our work with children and young people

**Teamwork and Cooperation**

- Ability to work flexibly and cooperatively as part of a team and Ministry of Stories as a whole
- Playing an active role in cross-organisational projects and initiatives if required