



RETAIL MANAGER

Contract Type:	Full Time, Permanent Contract (40hrs - 5 out 7 days shift patterns inc. weekends with occasional evening)
Salary:	circa. £33-34K Total Package per year <ul style="list-style-type: none">• plus, Benefits
Responsible For:	The effective delivery of the retail operation for the Garden Museum sites, with responsibility for buying, merchandising & selling retail products in-house and online; Working in synergy with Front of House Manager who leads the Front of House Team; thus, jointly ensuring sales in the shop, memberships & catalogues.
Reports to:	Director of Commercial & Operations
Location:	The Garden Museum, Lambeth, London, SE1 7LB

About us:

The Garden Museum is Britain's only museum dedicated to gardens and celebrate ideas, research about the design, history and culture of gardens. At its heart the Museum explores Gardens in its broadest form exploring intersects between gardens, art and architecture, food and fashion, literature and design and community.

Since re-opening in June 2017 after an £8.2 million refurbishment, the Museum has grown from strength to strength, now welcoming over 80,000 visitors per year. The museum and archive are housed in a former medieval and Victorian church, with the new extension is formed of two pavilions giving spaces for learning and café.

As well as paid visitors, we host a programme of exhibitions, events, activities and retail operations. The Museum is a venue-hire destination and has an award-winning Garden Café.

The retail opportunity at the Museum comprises of a shop hosted in the Church nave, with products that focus on plants & gardens (our current best sellers are books, greeting cards and garden themed gifts). We also print our own range of books and have a small second-handbook offering, which we are looking to expand on. The shop turnover is circa. £260K for in-house sales per year, therefore applicants for this role must have experience gained within a similar sized shop and enjoy all aspects of retail. Now is an exciting time to join as we are in the process of launching our online offer.

We are looking for an entrepreneurial team-focused inspirational candidate who is confident in running all aspects of our retail operations, (product development, buying, merchandising & selling) who can develop the new online offer, maintain supplier relationship and source new exciting suppliers, inspire Front of House team & volunteers exceed KPIs to create profit. The profit from the shop is key vial to supporting the upkeep of the museum.

The ideal candidate will have a track record that demonstrates a passion for and success in retail income, and customer service and can comfortably understand the museum's mission and goals.

This is a fantastic opportunity to understand our audience and apply your personal touch and flair to further developing our small but charming shop within a unique London Museum.

Role Responsibilities:

Business & Product Development

- Understanding the Museum's Audience and accordingly developing and implementing the museum's retail strategy for success, including product selection, pricing, and merchandising.
- Develop and manage the Garden Museum's online retail platform, and related projects such as developing a Garden Museum print-on-demand solution and online product range.
- Develop and execute marketing and promotional campaigns to support & boost sale
- Represent the museum at trade shows and other events.
- Searching for new products, suppliers, books etc to complement the development of events, talks or new exhibitions Ensure all suppliers offer best prices possible whilst maintaining quality.
- Provide ideas and content for physical and social media marketing.

Retail Operations

- Oversee the day-to-day operations of the retail shop, including cash handling, stock management, and customer service, ensuring the shop is well presented.
- Support with the set-up/ decant of the shop for Private Hire on upcoming events, weddings etc.
- Man, the shop at least two days per week and be a proactive and lead by example.
- Liaise with various members and lead on pop-up events such:
 - Public Programs for any upcoming Book Launch or major Festivals.
 - The Curator for new exhibitions/postcards production, related books, or other merch.
- Review & create processes on stock management, cash handling, retail finance and selling.
- Upsell memberships, Catalogues & other Fundraising/promotional schemes personally & through the team.
- Fulfil online orders & manage all aspects of e-commerce retail.
- Be the onsite leader for Shopify and an expert on how to use it
- Be a Key holder for the Garden Museum; Ensure the safe opening and closing and security of whole building.
- Build and maintain relationships with suppliers.

Reporting & Finance

- Support the Director of Commercial & Operations in creating an annual budget for the shop & online retail.
- Undertake stocktaking, stock and waste management processes to ensure this is well managed.
- Be the face of the Garden Museum Shop, treat it as though it were your own business.
- Report on Sales weekly on the Shopify system and keep the Director of Commercial & Operations informed.
- Analyse sales data and trends, to identify opportunities for growth.
- Report on and agree Key Performance Indicators (KPI's) with the Director of Commercial and Operations and ensure they are met by yourself and the wider team

Team:

- Lead, motivate & develop Front of House Team & Volunteers to be passionate about customer service, products, membership & retail.
- Inspire the wider the museum team to talk confidently & passionately about the retail offering, through cross team training & briefings

- Provide induction for new recruits, notifying them of Garden Museum retail operations procedures.
- Ensure synergy is maintained with the Front of House Team and the events departments
- Support the Front of House Manager with the management of the Front of House team by providing training and information for appraisals.

Personal:

- Prioritise time and resources to ensure essential targets are met.
- Communicate clearly and positively with the FOH team, the volunteers and all other Garden Museum staff and stakeholders.
- Demonstrate a can-do attitude in the development of new ideas for success (using the Director of Commercial and Operations for input or support, as appropriate)
- Approaches challenges as opportunities.

General:

- Represent the Garden Museum in a positive and professional manner.
- Supporting the work of other departments of the Museum when appropriate.
- Attend Garden Museum meetings such as the weekly diary meeting and sustainability forum etc. as required.
- Other general duties as and when they arise in relation to the role of Retail Manager

The Ideal Candidate will possess the following:

Essential:

- Ideally possess 5+ years of experience in a retail management role, with a positive track record of generating and developing retail income, by thoughtful and focused buying and merchandising
- A qualification in business administration, retail management, or a related field may be advantageous, but having the practical experience of knowing what works in retail (in a shop like ours) is the paramount attribute we're looking for.
- Visual flair and a natural ability to invent and develop original ideas
- Have strong interpersonal and people management skills, with demonstrable experience effectively training, managing, motivating, developing to enable teams' growth and the ability to successfully work with the public, external partners including suppliers and publishers and internal team members
- Be able to demonstrate a commitment to Brand Development balanced with profitability
- Strong people management, communication & Interpersonal skills – able to build & maintain effective working relationships
- Strong personal organisation and time management skills
- A high level of determination and drive, enthusiasm and ability to think creatively to ensure success.
- Ability to work under own initiative and work independently, but as part of the
- Garden Museum's small team
- Provide excellent and consistent customer experience
- Confidence and accuracy in financial control and reporting
- Proficient in the Microsoft Office Suite and electronic point-of-sale systems.

Desirable:

- An understanding of working in a cultural venue, and a creative response to the Museum's cultural programme
- Prior experience of having successfully developed an online retail offering would
- be advantageous

- Knowledge of the gardening world or a genuine enthusiasm for our subject matter
- of gardens and gardening, and their place in the wider world

Benefits

- 27 days paid annual leave per annum plus an entitlement to statutory Bank Holidays (or time in lieu when worked) This is inclusive of the mandatory closure period between Christmas and New Year.
- Pensions Auto Enrolment and Staff Discounts in the Café, Museum Shop & Museum.

Application

- Please email a CV and covering letter outlining your skills and experience in relation to the job description to: recruitment@gardenmuseum.org.uk
- Mark the subject box: RETAIL MANAGER
- **Closing date for applications: Midnight on Tuesday, 26th August 2025**

We regret that we are unable to respond to all applicants, you will only hear from us if we wish to invite you to an interview.

Equal Opportunities

The Garden Museum aims to be an inclusive organisation where everyone is treated with respect and dignity, and where there is equal opportunity for all. The Garden Museum respects and values diverse characteristics. We are committed to positively engaging and celebrating the differences between our diverse staff and users, to enabling us to achieve our aims within the organisation and the external community.

