



Assistant Manager Retail

Recruitment Pack



Poole's Cavern Visitor Centre
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01298 26978

communications@buxtoncivicassociation.org.uk
Registered Charity No. 258163



Buxton Civic Association
buxtoncivicassociation.org.uk

About us

Who we are

Buxton Civic Association (BCA) is the leading environmental and heritage charity in Buxton. Campaigning and working for the conservation and enhancement of the built and natural environments, and heritage of Buxton. We were established in 1967 and are a dynamic and forward looking organisation, always looking to get better at what we do.

Purpose

To conserve and enhance the historical and environmental heritage of Buxton and surrounding area for the benefit of the residents and visitors.

Mission

We celebrate the natural and human heritage of Buxton including its outstanding buildings and wildlife. We conserve and enhance this heritage and advocate its importance in making Buxton a special place to live or to visit.

- We own and manage important heritage sites for conservation and public benefit including Poole's Cavern and Buxton Country Park (Grinlow Woods Site of Special Scientific Interest with its important wildflower grasslands and archaeological sites) and nine other woodlands that encircle the town.
- We create opportunities for recreation, research, learning, contact with nature, well-being, exercise and social interactions that are vital to our local communities.
- We manage Poole's Cavern as the leading visitor attraction in Buxton and the British Cave Research Centre.
- We vet and comment on all important planning applications and strategic plans in the town, seeking to improve development work wherever possible.
- We seek to educate others about the importance of Buxton's heritage.
- We work with other community and civic groups to influence the local councils on environmental and heritage issues.
- We encourage landowners to care for our heritage and tidy up and improve eyesores in the town.
- We support the arts in celebrating the special environment of Buxton.
- We are campaigners and influencers, speaking out on our areas of expertise and interest.

We are a registered charity (charity number 258163) and membership organisation, working for the public benefit, and offering members and volunteers opportunities to support our mission.



Buxton Civic Association





Governance and Leadership

BCA is governed by a board of dedicated trustees all of whom volunteer their time and knowledge selflessly. They and their efforts are often hidden in the background, but they play an indispensable role in guiding and nurturing BCA, enabling it to achieve its goals in looking after the built and natural environment of Buxton. Their motivation is fuelled by a genuine desire to make Buxton a better place to live and visit.

At the beginning of 2023 the board appointed their first CEO, Dave Green. Dave joined BCA from the Florence Nightingale Museum Trust, where he was CEO. Previously he has worked in the conservation and heritage sector in a wide variety of roles.

As CEO, Dave has made an incredible impact, securing vital funding and working tirelessly to implement the necessary changes to ensure the charity's future. His leadership has been instrumental in driving the organisation's growth and sustainability, positioning it for long-term success.

Following a restructure in autumn 2024, we welcomed Jonathan Humphrys in January 2025 as Head of Operations. Jonathan comes to us after being in attractions management for many years in Southend, Essex, including Sealife Adventure 'zooquarium' and Adventure Island.



Buxton Civic Association





Future developments

At the start of 2024, we were successfully awarded £249, 990 from The National Lottery Heritage Fund's 'Resilience and Recovery' funding stream. This investment will enable us to begin preparations for our diamond anniversary in 2027, by enhancing volunteering, visitor, and membership programmes, giving further emphasis to developing widespread community involvement and public engagement. The money is also enabling us to review our digital provision, marketing, retail, and governance. The funding supports two full time project staff - a Membership and Marketing Officer and Volunteering Development Manager, who started in post earlier this year.

Other exciting developments include:

- Renovation of the Lodge into additional office space, kitchen, storage and a meeting room.
- IT and EPOS upgrade throughout the business.
- New website - which is currently in development
- New branding and signage
- Retail refurbishment (completed January 2025) UKSPF Funded
- Creation of a high quality souvenir guide (completed January 2025) UKSPF Funded



Funded by
UK Government



High Peak
Borough Council



Buxton Civic Association



Buxton



Buxton, a charming spa town nestled in the heart of the Peak District in Derbyshire, has long been celebrated for its stunning natural beauty and rich history. Known for its Georgian and Victorian architecture, including the iconic Crescent and the Buxton Opera House, the town offers a unique blend of cultural heritage and picturesque landscapes. Its thermal springs, once a major draw for visitors seeking health and relaxation, continue to be a focal point of the town's identity. Buxton's proximity to the Peak District National Park makes it a popular destination for outdoor enthusiasts, with numerous hiking trails and scenic spots to explore.

In 2024, Buxton was named one of the best places to live in the UK by the Sunday Times Best Places to Live guide, which praised it as a "cultural powerhouse." This recognition highlighted the town's vibrant arts scene, including its renowned festivals, galleries, and theatres that contribute to a lively community spirit. The guide also emphasised Buxton's excellent quality of life, combining the charm of a small town with the cultural amenities typically found in larger cities. With its thriving cultural scene, historical charm, and stunning natural surroundings, Buxton continues to be a sought-after location for those seeking both beauty and culture.

Buxton Civic Association is the leading environmental charity campaigning and working for the conservation and enhancement of the built and natural environments and heritage of Buxton. We are a voice for wildlife, heritage and the environment in Buxton. We responsibly manage natural and built heritage sites for the public benefit. We actively campaign, persuade, promote and educate. BCA cares about Buxton.



Buxton Civic Association





Photo Credit: Visit Peak District & Derbyshire and Phil Sproson



Buxton Civic Association





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Job description

Job title: Assistant Manager Retail – BCA Poole’s Cavern & Buxton Country Park

Numbers and grades of any staff managed by the post holder: The post-holder will have no direct line-management responsibility but will act as part of the visitor centre and cavern management team, leading the work of the custodians and upholding standards and expectations. They will also assist to develop groups of volunteers supporting the work of the team and should recognise this is a leadership role.

Post holder’s immediate supervisor: Head of Operations

Hours of work: 4 Days (30 Hours) including some weekends and evening

Place of work: You will generally be based at Poole’s Cavern, but from time to time you may be asked to assist with work on other areas of the BCA estate or supporting venues.

Salary: £25,000 pro-rata (Starting) – Paid monthly on a salary basis. A higher salary may be offered to outstanding candidates with exceptional skills and experience.

Terms of appointment: Permanent

1 Job purpose

This is an exciting time to join the team at Poole’s Cavern as Assistant Manager Retail, following a transformative retail refurbishment funded by the UK Shared Prosperity Fund (UKSPF). With the guidance of a retail consultant, supported by the National Lottery Heritage Fund, we are adopting a data-driven approach to enhance operations and customer engagement. The launch of our new souvenir guide, alongside a greater emphasis on showcasing local produce and ethical trading, reflects our commitment to delivering a much admired and sustainable retail experience. As part of a newly established trading company within the Buxton Civic Association (BCA), you will play a vital role in shaping the future of our retail operations, working alongside a fresh management team with a strong commercial focus.

As a heritage charity, income and profitability are critical to sustaining our mission, especially in the current challenging economic climate. Your primary purpose will be to lead all retail operations at Poole’s Cavern effectively and professionally, maximising sales and profitability while staying true to the BCA’s ethos. Key responsibilities include overseeing visual merchandising to enhance customer appeal, managing stock control and audit processes, and ensuring efficient operational practices. Additionally, you will support the Head of Operations and Finance Manager in the preparation of accurate and timely financial data, contributing to monthly management reports and the analysis of business cases to inform strategic decisions.

This role offers the opportunity to make a significant impact on the growth and success of our retail arm. A key target will be working towards applying for the Museums and Heritage Awards 2026 Shop of the Year, reflecting our ambition to achieve excellence in retail operations. From time to time, you will support the custodian, including leading guided tours

to share the history and importance of Poole's Cavern with visitors. This dual role combines commercial acumen with a passion for heritage, ensuring that both the visitor experience and our charitable goals are supported.

2 Principal duties and responsibilities

1. Retail Operations Management

- Lead all retail operations at Poole's Cavern to maximise sales and profitability, ensuring alignment with the Buxton Civic Association's (BCA) ethos and objectives.
- Work collaboratively with fellow managers and supervisors implement a data-driven approach to optimise retail performance, using insights provided by the retail consultant and EPoS system to make informed decisions.
- Use the EPoS stock control system to maintain accurate and up-to-date product and supplier information, ensuring data integrity.
- Interpret and analyse EPoS data to guide decisions on visual merchandising, product placement, and range positioning, using data-driven strategies to improve performance and profitability.
- Oversee visual merchandising to ensure consistently high standards that attract and engage customers while promoting local produce and ethically traded products.

2. Financial and Analytical Support

- Support the Finance Manager by preparing accurate and timely financial data, contributing to the creation of management reports and business case analyses.
- Monitor financial performance, analysing sales trends and stock movement to identify opportunities for growth and areas for improvement to minimise losses and ensure profitability.
- Assist in achieving the financial goals of the newly established trading company, ensuring a strong commercial focus while supporting the charitable objectives of the BCA.

3. Team Leadership and Development

- Manage, motivate, train, and develop retail staff and volunteers, fostering a positive and collaborative working environment, ensuring they are equipped to deliver an excellent customer experience.
- Work with fellow managers and supervisors to uphold the BCA Staff Handbook and ensure all team members meet its requirements. Address concerns proactively with individuals and management colleagues, making written notes when necessary.
- Ensure a high level of team performance through effective communication, training, and leadership, aligning staff efforts with organisational goals and customer satisfaction.

4. Sales and Promotions

- Plan and execute seasonal and special promotions to maximise sales opportunities and engage customers effectively.
- Ensure that the retail offer reflects a focus on local produce and ethical trading while delivering a compelling and unique product range.
- Support the launch and promotion of the new souvenir brochure, integrating it into the retail strategy to enhance visitor engagement and drive sales.

5. Strategic Initiatives and Ambitions

- Contribute to achieving the team's ambition of applying for and winning the Museums and Heritage Awards 2026 Shop of the Year, implementing innovative retail strategies to position the store as a leader in the sector.
 - Collaborate with the retail consultant to implement new strategies and initiatives that
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- align with the post-refurbishment goals of the retail operation.
 - Support the promotion of the newly launched souvenir guide integrating it into the broader retail strategy to enhance sales and visitor connection to the site.

6. Custodian and Visitor Engagement

- Act as a custodian as required, which includes conducting guided tours to share the history and importance of Poole's Cavern with visitors.
 - Engage visitors with the heritage and mission of the site, ensuring a memorable and informative experience that aligns with the BCA's ethos.
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Person specification

Job title: Assistant Manager Retail – BCA Poole’s Cavern & Buxton Country Park

Areas of responsibility/ requirements	Requirements	Measurement				
		P	A	T	I	D
Qualifications & Knowledge	<p><i>Essential:</i></p> <ul style="list-style-type: none"> There are no essential qualifications for this post Strong working knowledge of retail operations, including stock control, visual merchandising, and audit processes. Strong understanding of sales strategies, promotions, and data-driven decision-making to maximise profitability and improve customer engagement. Familiarity with EPoS systems, including the ability to manage, maintain, and interpret data for operational and strategic purposes. Understanding of financial principles, including the preparation of financial data, supporting management reports, and conducting business case analysis. Awareness of the challenges and opportunities faced by heritage, tourism, or charitable organisations. 		X		X	
	<p><i>Desirable:</i></p> <ul style="list-style-type: none"> Relevant short courses related to retail and finance. Knowledge of local produce, ethical trading, and sustainable retail practices. First Aid 		X		X	
Skills	<p><i>Essential:</i></p> <ul style="list-style-type: none"> The ability to inspire teams and drive retail sales to meet/exceed targets, providing 		X		X	

	<p>training and mentoring where required</p> <ul style="list-style-type: none"> • Commercial acumen, with the ability to realise commercial opportunities and deliver against income targets and profit margins. • Strong analytical skills to monitor financial performance, support decision-making, and contribute to strategic planning. • Skilled in using data-driven insights to inform decisions on visual merchandising, product placement, and stock management. • Exceptional interpersonal and communication skills, with the ability to engage and inspire visitors while delivering an excellent customer experience. • Highly organised and detail-oriented, with the ability to manage multiple tasks, priorities, and deadlines effectively. • Creative thinking and planning skills to develop and execute seasonal promotions and initiatives to maximise sales opportunities. • Ability to keep, maintain and analyse accurate data records • The ability to handle cash with accuracy, including working within tills and other equipment and complete basic administration. • Appreciation of health and safety concerns when working within a visitor attraction, and within challenging physical spaces. <p>Desirable:</p> <ul style="list-style-type: none"> • Development of new retail initiatives and promotions, including product development and sales events • Knowledge of EPOS systems from a 'back office' perspective 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>
Experience	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Significant experience managing retail operations, including stock control, audit management, and visual merchandising. • Previous involvement in interpreting and analysing financial data to support business decisions. • Experience in a leadership role, managing both staff and volunteers in a collaborative and supportive environment. • Demonstrable experience in delivering 		<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>.</p>	

	<p>exceptional customer experiences, preferably within a heritage or tourism context.</p> <ul style="list-style-type: none"> • Cash-handling, and using equipment such as tills and credit card machines • Teamwork, and adopting a flexible, proactive approach to problem solving <p><i>Desirable:</i></p> <ul style="list-style-type: none"> • Familiarity with managing retail operations during periods of change or growth, such as post-refurbishment or restructuring. • Experience contributing to award submissions or achieving recognition for excellence in retail operations • Networks of retail suppliers • Experience of product development, producing popular bespoke merchandise relating to place/content/collections 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		<p></p> <p></p> <p></p> <p></p> <p></p> <p>X</p>
<p>Personal Attributes</p>	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Passionate about heritage, sustainability, and customer engagement, with a commitment to upholding the ethos and values of the Buxton Civic Association. • Proactive and adaptable, with a flexible approach to handling diverse responsibilities, including acting as a custodian and tour guide when required. • Confident and approachable, with strong interpersonal skills to build effective working relationships with colleagues, volunteers, and external stakeholders. • Results-driven, with a commercial mindset and the ambition to help achieve goals such as the Museums and Heritage Awards 2026 Shop of the Year. • Resilient and resourceful, with the ability to thrive in a fast-paced environment and respond effectively to challenges. • Commitment to personal and professional development, continuously seeking ways to improve skills and contribute to organisational success. • Knowledge and commitment to providing equal access of opportunities for all. • Willingness to work alongside our volunteers and encourage their involvement and development • Ability to work as part of a team, including some weekends, approximately one in 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		

	<p>hour, and occasional evenings (subject to appointment terms)</p> <p><i>Desirable:</i></p> <ul style="list-style-type: none"> • Availability and willingness to work additional hours from time to time to support operations 		X		X	
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P: Pre-application **A:** Application **T:** Test **I:** Interview **D:** Documentary evidence

Prepared by/author: David Green **Date:** February 2025

Job title: Chief Executive Officer

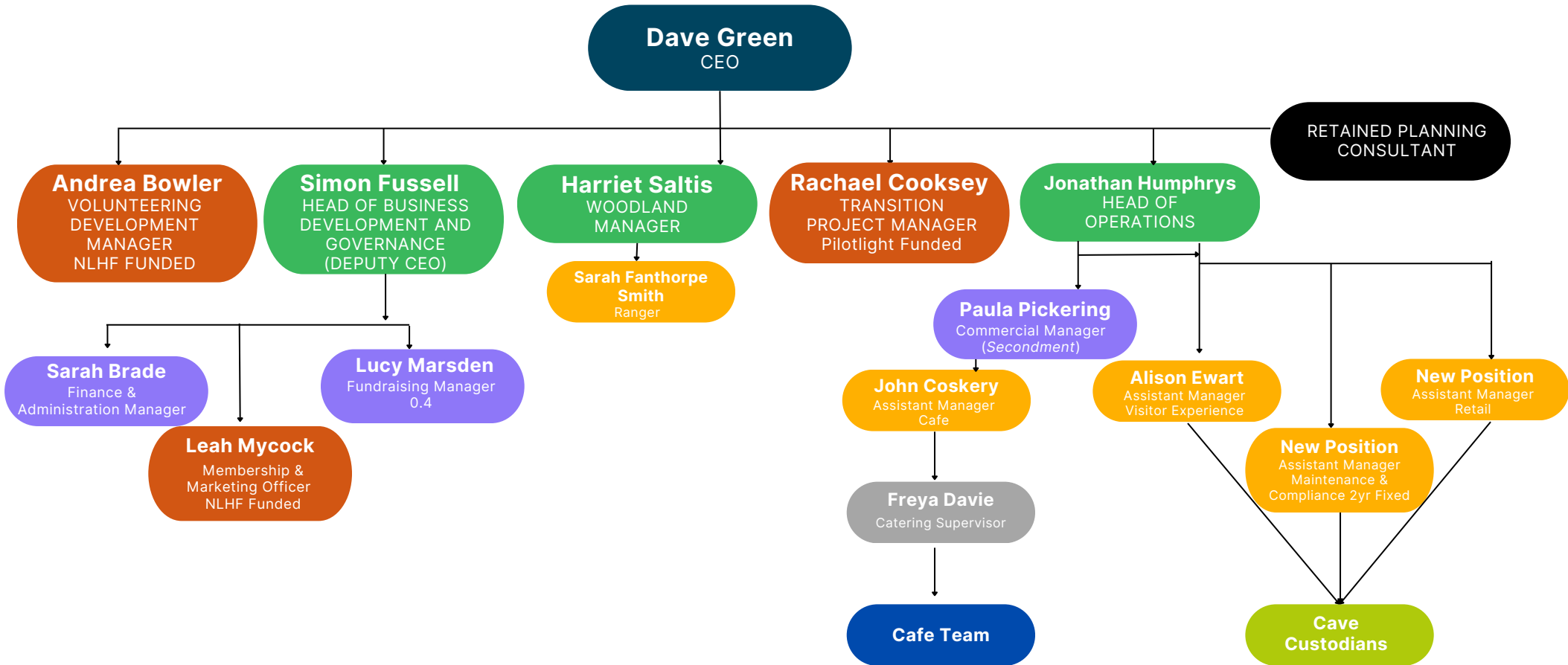




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Organisational Structure



What we offer



Annual Leave

30 days holiday (inclusive of bank/public holidays) pro rata.



Pension

All staff are enrolled onto the BCA's 3% employer pension scheme



Continued Professional Development

A range of external and internal Training and Development opportunities



Employee Assistance Programme

The Employee Assistance Programme by Health Assured offers employees a safe space to discuss any of their personal or professional challenges.



We Pledge

We are about to launch We Pledge, a Derbyshire County Council scheme within BCA that provides employees and volunteers access to a range of mental health focused resources, classes and training.



Working Environment

We are lucky to be based in a beautiful location 15 mins walk from the town centre with Grin Low woods on our doorstep and surrounded by greenery.



Free Parking

All staff are eligible for a free parking pass for our onsite car park.



Staff Discount

We offer 15% discount to all employees in relation to some café and retail products.



Buxton Civic Association



Recruitment Process & Next Steps

The closing date for applications is: **12pm, Monday 3 March 2025.**

Please submit your CV and covering letter (maximum of two pages) to **dave.green@buxtoncivicasociation.org.uk**

Please tell us why you think you are the right person for this role and why you think we are the right organisation for you. Please use your **covering letter** to let us know how you meet the essential knowledge, skills and experience we've outlined in our pack, supported by your **CV, stating your current salary.**

BCA recognises the positive value of diversity, promoting equality and challenging discrimination. We welcome and encourage job applications from people of all backgrounds and aim to be an organisation that reflects our audiences and communities. Please ensure you complete and return our **Equality Monitoring Form** with your application.

If you would like an informal confidential chat regarding this position, please email andrea.bowler@buxtoncivicasociation.org.uk.

Interviews

Interviews will take place in person in Buxton during the **week of the 10 March 2025.** Please state on your covering letter any dates during this period you are not available. We will try to consider your availability, but this can not be guaranteed. If you have not heard from us by 10 March, we appreciate your interest, but unfortunately, your application has not been successful.

The interview process will include:

- Panel interview
- Practical exercise
- Desk top based exercise
- Opportunity to meet some of our staff and trustees

You are welcome to bring examples of any previous work or products you have helped to develop.

Access and Reasonable Adjustments

If you require any access support during the application and interview process, please let us know. Please contact dave.green@buxtoncivicasociation.org.uk and we will make the appropriate arrangements.



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