



## **Retail and Visitor Services Manager**

### **Full-time**

#### **Overview**

The Museum is seeking a passionate and experienced **Retail and Visitor Services Manager** to oversee the daily operations and growth of our museum bookshop/reception and ensure a seamless, accessible, welcoming and engaging experience for all visitors.

This is an exciting opportunity for an experienced retail professional looking to develop or build on existing Management skills. We are looking for a confident individual that can maintain the existing retail experience within Photo Museum Ireland and through our e-commerce site. This is a hands-on role, working on the shop floor, that involves managing merchandising, housekeeping goods in and stock management.

They will also lead and manage all front-of-house operations to ensure a welcoming and professional environment for visitors. This role is pivotal in creating a welcoming retail space that enhances visitors' experience, and reflects the museum's ethos of photography for all while generating revenue to support museum artistic programmes.

#### **Key Responsibilities**

##### **Store Operations Management**

- Optimise and maintain the Photo Museum Ireland bookshop and all Photo Museum Ireland's other retail activities, including but not exclusively e-commerce, online shop and any pop-up shop that may be required.
- Oversee the daily operations of the bookshop, ensuring a clean, organised, and inviting space for visitors.
- Manage inventory, including ordering, receiving, and stocking books, merchandise, and museum-specific items.



- Source, plan and purchase product ranges and re-order existing bestsellers to optimise sales.
- Negotiate with suppliers and publishers to secure competitive pricing and exclusive offerings.
- Work with the curatorial team to store, sell, ship and maintain Photo Museum Ireland Art Editions and Exhibition catalogues.
- Cost and produce exhibition-related products where financially viable to do so.
- Ensure efficient cash handling, accurate till reconciliation, and adherence to financial procedures.
- Manage budgets, track sales performance, and provide regular reports to the museum's management.
- Oversee annual stocktake and small monthly category product counts.
- Maintain high standards of presentation and cleanliness in public areas.

### **Visitor and Customer Experience**

- Be an ambassador for the Museum and the work that we do, sharing information about all external activities, publications and education programmes and artist production facilities.
- Lead and manage all front-of-house operations to ensure a welcoming and professional environment for visitors.
- Address visitor inquiries, feedback, and complaints with tact and efficiency, ensuring a positive resolution and improved experiences.
- Provide exceptional customer service by engaging with visitors, recommending books and merchandise, and enhancing their museum visit.
- Provide exceptional service to older persons and individuals with disabilities, offering assistance as needed, such as guidance through the museum or arranging mobility aids.
- Implement sensory friendly initiatives such as designated sensory hours, where noise and light levels are adjusted to create a calm and supportive environment.
- Regularly collect and analyse results from visitor surveys and exhibition surveys and ensure surveys are carried out by the bookshop & front of house team.
- Train and lead part time staff to deliver outstanding service and maintain a positive atmosphere.



## **Income Generation**

- Develop strategies to meet and exceed income targets through effective merchandising, product selection, and promotional activities.
- Promote the membership programme, encouraging visitors to join and support the museum.
- Identify innovative ways to grow self-generated income, such as curating exclusive book collections, book clubs, talks and events in collaboration with Learning and Development Manager.
- Monitor and analyse sales trends to optimise inventory and pricing strategies.
- Collaborate with the Communication Manager to organise promotional activities on Social Media.
- Create appealing visual displays that align with museum themes and exhibitions.
- Create product imagery for use in online and printed publications.

## **Staff and Volunteer Management**

- Recruit, train, and supervise a small team of staff and volunteers, creating a supportive and collaborative work environment.
- Create staff schedules, ensuring adequate coverage for all operational areas, including peak periods and special events.
- Provide regular performance feedback and conduct appraisals for team members.
- Provide monthly staff introductions to new stock and titles.

## **Qualifications and Skills**

- Proven experience in retail management, preferably in a cultural, independent, or bookshop setting.
- Strong knowledge of books, publishing, and a passion for photography.
- Excellent organisational, communication, and interpersonal skills.
- Creative problem-solving abilities and an entrepreneurial mindset.



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- Proficiency in point-of-sale systems, inventory management software, and basic financial reporting.
- Experience in marketing and event planning is a plus.

### **Working Conditions**

- Full-time position Tuesday to Saturday, with occasional evening shifts to support museum events.
- Based on-site at the museum, with occasional travel for supplier or community engagement.
- Salary €35,000 per annum with a 6-month probationary period.
- 3% pension contribution following 6 month probation.

### **We Welcome Applications**

Equality is a key principle in Photo Museum Ireland and we wholeheartedly welcome applicants who reflect the diversity of Irish society. We encourage applications from all areas of the community regardless of your gender, sexual orientation, civil or family status, religion, age, disability, race or membership of the Traveller Community, or socio-economic background.

Photo Museum Ireland makes every effort to provide reasonable accommodation for people with disabilities or access requirements who wish to apply. If you have a requirement in this area, please contact the Photo Museum Ireland's Access Officer, Niamh Ferry, by phone (01 6714654) or by email ([niamh@photomuseumireland.ie](mailto:niamh@photomuseumireland.ie)) as early as possible before the deadline.

### **How to Apply:**

Please send C.V. and cover letter to [recruitment@photomuseumireland.ie](mailto:recruitment@photomuseumireland.ie) with the title 'Retail & Visitor Services Manager'.

The application deadline is 5pm on Friday 14 February 2025. Interviews will take place the week of 17th February 2025.

Photo Museum Ireland is funded by the Arts Council, Dublin City Council.