

## Head of Retail and Publishing

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**Reports to: Commercial Director**  
**Department: Retail and Publishing**  
**Direct reports: Buyer, Retail Operations Manager, Publishing Manager, Ecommerce Manager**  
**Contract: Permanent**

### Overview

The Design Museum is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. In 2016, the museum reopened in a fantastic new building in Kensington with two shops; in the museum's atrium and on Kensington High Street. Over 500,000 people have visited the museum since opening in November 2016, firmly positioning it as the destination for contemporary design and creation in the UK.

We have an exciting programme of events planned over the next two years, starting with the recently opened California: Designing Freedom exhibition, looking at California's influence on contemporary design culture. Running alongside this exhibition is Breathing Colour by Hella Jongerius, presenting an installation-based exhibition that takes a deeper look at the way colour behaves; exploring shapes, materials, shadows and reflections.

The Head of Retail and Publishing is a key member of the Commercial directorate and responsible for maximising the profitability of the Design Museum shops, online shop at [www.designmuseumshop.com](http://www.designmuseumshop.com) and Publishing programme. This role is crucial in driving and developing the future success, not only of the retail business, but the wider commercial activity and of the museum itself. The successful candidate will have proven experience in retail management across Buying, Merchandising and Operations and have excellent team building and people management skills.

### Job scope

Reporting to the Commercial Director, the Head of Retail and Publishing directly manages the Buyer, Retail Operations Manager, Publishing Manager and Ecommerce Manager. The total team numbers around 20 including freelancers and contractors.

The Head of Retail and Publishing plays a strategic role with responsibility for delivering profits to the Design Museum – essential to ensuring its continuance. Not limited to the following, the role encompasses the profitable sourcing, production, marketing and sale of commercial products, including publications, through on site and digital platforms which align with the Museum's strategic objectives.

### Job description

#### Management

- Increase net profit by capitalizing upon on and off site visitors.
- Prepare and deliver the annual departmental strategic plan, supporting the museum's business plan.

- Prepare annual budgets and reforecasts. Monitor and report on KPIs, taking appropriate corrective action where necessary.
- Analyse sales performance to develop knowledge and drive commercial return.
- Collaborate with Communications team to develop and implement a marketing strategy for Retail, Ecommerce and Publishing.
- Identify and advise on systems to improve profitability, activity management, reporting and operations. Responsible for stock-takes.
- Lead, motivate and develop the team including volunteers to deliver high performing retail function. Lead by example to demonstrate and embed the museum's values within the team and the wider museum.

### **Retail**

- Direct range strategy, planning and product development for core and exhibition ranges that sets an industry benchmark for quality, design and value for money.
- Manage the visual merchandising of all commercial areas. Give clear direction on standards and expectations leading to visually appealing and commercially driven retail layouts and displays.
- Maintain efficient and accurate inventory management that ensures the right products are in the right place at the right time.
- Build excellent levels of customer service.
- Explore commercial opportunities for Retail development, eg: pop ups, installations.

### **Ecommerce**

- Direct the development and delivery an ecommerce strategy which grows revenue and profitability through increasing traffic, conversion rate and average order value.
- Drive exploitation of growth opportunities e.g. affiliates, cross marketing, third party marketing channels and drop shipment arrangements.
- Oversee the integration of Ecommerce in to CRM

### **Publishing**

- Lead the management of publishing operations to ensure an appropriate and commercially viable publishing programme is delivered in line with the museum's objectives.
- Collaborate with the Chief Curator for curatorial and editorial content.
- Line manage the Publications Manager to ensure delivery of the programme to an agreed schedule and budget.
- Identify appropriate resourcing on a project by project basis.
- Negotiating and manage all contracts with co-publishers.
- Oversee existing distribution and co-publication agreements & contracts to ensure best terms and value is achieved for the museum.
- Manage all external and internal distribution and selling arrangements.

## **Person specification**

### **Knowledge, skills and experience**

#### **Essential**

##### Experience & Knowledge

- Proven track record in retail management with specific profit and loss responsibility.
- Good knowledge of publishing.
- Knowledge of Ecommerce.
- Experience of leading and managing a team, including team development, performance management, recruitment and training.
- Experience of producing accurate and meaningful management information, including reports, strategy documents and operational procedures.

##### Skills & Abilities

- Excellent financial, business management and planning skills with proven budget management responsibility.
- Strong supplier management and negotiation skills.
- Excellent communicator – able to communicate with a broad range of people to inspire and inform.
- Collaborative approach to problem solving, working across an organisation
- Strong entrepreneurial drive and appetite.
- Excellent written and verbal communication skills.
- Computer literate with good word processing and Excel skills and experience of using databases, EPOS and stock control systems.

#### **Desirable**

- Commercial experience within the museums, galleries, heritage or culture sector.
- Understanding and knowledge of contemporary design
- Experience of using CRM systems.

### **Terms and conditions**

**Salary: up to £45,000 per annum, dependant on experience**

**Holidays: 25 days per annum**

**Hours: full-time, 40 hours per week**

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

### **Application process**

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to [applications@designmuseum.org](mailto:applications@designmuseum.org).

**Please quote job ref: HeadofRet/2017 in the email subject header**

**Closing date for applications: 31 July 2017, 9.00am**

**Interviews: 10<sup>th</sup> and 11<sup>th</sup> August 2017 (first round), week commencing 21<sup>st</sup> August 2017 (second round)**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

### **About the Design Museum**

The Design Museum has built the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the landmark 1960s building in Kensington, West London. Leading designer John Pawson converted the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

### **Our mission, vision and values**

#### **Our vision**

We want everyone to understand the value of design

#### **Our mission**

To create the most inspiring, exciting and engaging Design Museum in the world

#### **Our values**

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life  
**Enterprising** working hard to make the museum a financial success and  
build a strong commercial reputation  
**Provocative** challenging people to look and think afresh about design

**[designmuseum.org](http://designmuseum.org)**