

Rethinking Recruitment for Tourism

Retail Manager
Fictitious

Fictitious Role Profile Retail Manager

Job title

Retail Manager

About Us – Why work with Glenrue National Park?

We are one of Ireland's most scenic and iconic destinations, surrounded by acres of magnificent wildlife, flora and fauna.

- **Investing in Our People**-At Glenrue National Park, we believe that great experiences start with great teams. We are committed to supporting our staff in delivering exceptional customer service every day. Professional development and career progression are a key focus, and we actively encourage our team members to grow and develop within the organisation.
- **A Workplace Surrounded by Nature**-Our park is set within beautifully landscaped gardens and natural woodland, offering a peaceful and inspiring work environment that contrasts with the pace of city life. We also provide flexible working hours to help our team maintain a healthy work-life balance.
- **Opportunities to Grow and Develop**-With a wide range of departments across Glenrue National Park, there are many opportunities to learn new skills and explore different career paths. Team members can gain experience across areas such as finance, marketing, food and beverage, events, sustainability initiatives, and social media, helping you build valuable skills and expand your career.
- **A Diverse and International Environment**-Glenrue National Park welcomes visitors from all over the world through partnerships with international tour operators. This creates a vibrant, multicultural workplace where staff interact with colleagues and guests from a wide variety of cultural and linguistic backgrounds. We also celebrate global cultures through our attraction and retail event programmes.
- **Our Commitment to Sustainability**-Sustainability is at the heart of everything we do. Our Green Code guides our environmental practices, and staff are encouraged to work alongside our "Green Rangers" to support our carbon reduction goals. Team members are given opportunities to lead initiatives, share ideas, and participate in our ongoing journey towards becoming carbon neutral across the park, its gardens, and our visitor experience.

Job Summary

Glenrua National Park is the second largest National Park in Ireland, The park covers 170 square kilometres of hillside above [Glenrua Castle](#).

This is a full-time position (39 hours per week) working on a **5-days-over-7 schedule**. The role is offered on a **12-month fixed-term contract**, with the potential to become a permanent position thereafter.

The Retail Manager is responsible for the day-to-day management and overall performance of the retail shop. This includes delivering excellent customer service, driving sales, managing pricing and profitability, and ensuring smooth daily operations.

Key responsibilities include staff supervision and training, stock control, visual merchandising, supplier sourcing, and supply chain management. The Retail Manager will ensure the shop is well presented, efficiently run, and provides an outstanding retail experience for visitors.

You will have full responsibility for the day-to-day operations of the retail shop, ensuring all processes run efficiently and deliver a high-quality visitor experience. A key part of the role will involve purchasing products and liaising with suppliers to coordinate stock levels and deliveries. You will also work closely with relevant teams across Glenrua National Park to ensure the smooth and effective delivery of an exceptional retail brand experience.

The ideal candidate will have previous experience in a similar retail management role, with a proven ability to drive commercial success. If you enjoy a challenge, are highly motivated, and thrive in a target-driven environment, this role could be an excellent opportunity for you.

The role involves:

- Oversee daily retail operations, including shop setup and cashier duties.
- Manage stock, pricing, and ordering, and maintain visual merchandising standards.
- Coordinate staff rostering and support team performance.
- Raise purchase orders and liaise with accounts on receipting and invoicing.
- Conduct accurate stocktakes and maintain records.
- Maintain retail social media presence to promote products and engage customers.
- Undertake other duties as required, including administrative tasks during quieter periods.

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Daily Shop Co-ordination

- Set up the daily shop floor layout and assign team duties.
- Carry out cashier duties and ensure accurate cash handling.
- Keep the shop fully stocked, replenishing products as needed.
- Move stock between storage and the shop floor.
- Ensure products are correctly priced and merchandising standards are maintained.
- Receive deliveries and organise stock in the stockroom.
- Maintain efficient stock flow to meet customer demand.

Product

- Conduct daily and weekly sales analysis to support merchandising and purchasing decisions.
- Act as the main contact for suppliers and provide monthly sales updates.

Financial

- Monitor retail financial KPIs and track performance against targets.
- Manage the cost of goods budget and maintain strong margin control.
- Ensure the annual gross profit margin target is achieved.

Stocktaking

- Conduct annual stocktakes using scanning equipment and report variances.
- Monitor and control stock loss, providing monthly feedback to management.
- Record breakages and losses accurately, following standard procedures.

Till Management

- Train the team on tills and cash procedures.
- Manage cash, including lifts, refunds, and discrepancies.
- Monitor till accuracy and enforce safe cash handling.

Team

- Manage staff scheduling, resourcing, and performance daily.
- Oversee break schedules to maintain smooth operations.
- Ensure customer service standards are applied and feedback is shared.
- Coach the team in soft-selling and shop floor techniques.
- Provide training and skills development to build a high-performing team.

Health & Safety

- Enforce Health & Safety on the shop floor and stockroom.
- Ensure supplier compliance and prompt removal of packaging.
- Maintain cleanliness, organisation, and safety at all times.

Job requirements

Essential

- Previous retail experience is essential.
- Strong commercial acumen, with an understanding of cost and profit margins.
- Proven track record of driving sales growth.
- Ability to delegate tasks effectively.
- Strong teamwork, leadership, and motivational skills.
- Good numeracy and IT skills.
- Excellent customer service management skills.
- Fluent in English with strong communication abilities.
- Ability to prioritise tasks and multitask effectively.

Desirable

- Proficient in EPOS systems and financial management reporting.
- Demonstrated experience leading and managing a team.
- Exceptional attention to detail and organisational skills.
- Strong social media selling and marketing skills.
- Skilled in coaching and developing staff.
- Effective negotiation skills.
- Experienced in performance management and driving team results.
- Expertise in visual merchandising, interiors/design, and/or photography.
- Knowledgeable and experienced in marketing strategies and CRM systems.

Job benefits

Retail with a difference! Retail within tourism gives you the opportunity to experience a new industry while continuing to develop your retail career.

Benefits include:

- Flexible 9am–7pm schedule, 5 days over 7, with advance shift notice for work–life balance.
- Free onsite parking and complimentary snacks & beverages during shifts.
- Staff discounts: 15% off retail, 10% for family, plus 20% off café items (4–6pm).
- Annual afternoon tea voucher for you and a guest.
- Career support: quarterly reviews, professional development, and training opportunities.
- Uniform dry cleaning support.
- Annual bonus based on sales, team development, and customer service targets.

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Call to action

Contact us by phone, email us at welcome@glenruanationalpark.ie, text or what's app to 08X XXX XXXX to set up a time to meet us or reach out to us on our #newjobs post on our Facebook page @glenruannationalpark

Pay range information

We provide competitive rates of pay, ranging from €XX.XXph - €XX.XXph, depending on experience, rising to €XX.XXph post successful completion of in company training opportunities.

Don't be a stranger, we can't wait to meet you!