

Position Description

Title:	Retail Assistant	Reports To:	Retail Manager Assistant Retail Manager
Directorate:	Enterprise, Finance and Property Services	Direct Reports:	Nil
Status:	Casual	Date:	April 2025

About The Museum

Tāmaki Paenga Hira Auckland War Memorial Museum is New Zealand's largest museum, caring for more than 4.5 million taonga. We are Auckland's home of commemoration, New Zealand's oldest research institution, an education facility, and a major tourism destination. We employ approximately 280 people and have over 200 volunteers who kindly donate their time to us.

We offer a rich and fulfilling work life where we embrace diversity and nurture our bicultural capability as demonstrated in our Teu le Vā and He Korahi Māori strategies. We also offer a great range of benefits such as flexible work and leave, insurances, and an award-winning wellbeing programme.

Purpose & Context for the Role

To support the Retail Manager and the wider team in the Museum Store with the day-to-day retail sales and operations on-site, online and other sales channels.

To deliver on set performance measures, leading to maximising sales from retail operations to increase profitability.

To play a leading role within the retail team by developing fresh opportunities to grow our revenue and increase engagement with the wider public audience.

As an organisation heavily reliant on rate-payer funding and with a key driver to create a strong and sustainable foundation, we need to build up our self-reliance and sustainability. This increasing pressure on the levy places increasing responsibility on the Museum to generate its own revenue. As a core revenue stream the Museum Store must achieve revenue and profitability targets as we drive for increased sustainability.

Our Hokohoko Museum Store offers our customers a unique cultural retail experience and plays a vital role in generating revenue by selling a wide range of products and artworks that support our collection and reflect our uniqueness in the world.

Our work includes developing opportunities in our additional permanent Exhibition Store space. We produce merchandise that supports our exhibitions, and we develop retail showcase initiatives that are inspired by our Museum collections. We aim to further develop our unique brand, increase revenue and enhance our customer experience.

The scope includes:

- Supporting the Retail Manager, Assistant Retail Manager and the overall retail team.
- Ensuring customer satisfaction targets are achieved as part of the in-store shopping experience by implementing expected selling techniques and processes throughout our retail store offers, including Hokohoko Store, Exhibition Store and Online Store
- Maintain store standards by demonstrating a high level of product and service knowledge, including detailed awareness of store, product and personal presentation.
- Reacting to new and developing markets; bringing innovation and creativity.
- Building relationships with external and internal stakeholders.
- Stock processing and stock-room maintenance.

The Museum is a bicultural workplace and the person in this role will uphold the principles of He Korahi Māori and Teu Le Vā.

Accountabilities

Key Tasks:	Key Activities:
Sales	• Place the customer at the forefront; understand the tourist and local market and deliver set sales strategies. • Maximise revenue and return to the Museum by using professional selling techniques and demonstrating superior customer service and customer engagement. • Set the pace for a results focused team, achieve set targets and consistently deliver high performance. • Cultivate a culture that anticipates and determines customer needs and ensures customer satisfaction, and that deals rapidly and empathically with any suggestions for improvement. • Provide feedback to line management and the Museum's senior leadership regarding retail and customer opportunities. • Understand the competitive landscape and propose strategies to enhance market-place competitiveness.
Growth	• Maximise sales and contribute to overall growth of Museum self-generated revenue stream.
Operations	• Ensure the overall appearance of the store is maintained to a high standard. • Ensure all stock is replenished, rotated, ensuring clean and tidy stock and display areas.

	• Understanding the operation and maintenance of store IT hardware, POS and back-office software and EFTPOS systems, including on-line store updates and maintenance. • Have the ability to trouble-shoot any issues that may occur and understand the channels to rectify. • Any other duties as required.
Teamwork	• Collaborate and work effectively within the Retail team, being results-focused and sales-driven, proud and passionate about the Museum, its mission and values; demonstrate core value behaviours at all times.

Important Relationships

External:

- Local and international customers including corporate and tourism sector, suppliers and artists

Internal:

- Museum Store team and wider Museum community

Our Expectations of our People

Ensure a healthy and safe work environment

- Takes reasonable care of their own health and safety and ensures that their actions don't cause harm to themselves or others.
- Complies with any reasonable instructions, policies or procedures on how to work in a safe and healthy way.
- Understands and adheres to emergency and evacuation procedures.
- Speaks up about health and safety matters that could affect them or their workmates.
- Actively participates in hazard identification and reporting.
- Makes suggestions on how to improve health and safety at work.

Cultural awareness

- Proactive awareness and engagement with a wide range of cultures and associated protocol and traditions within Auckland, with particular reference to the Māori Dimension (He Kōrahi Māori) and Pacific Dimension (Teu le Vā);
- Understands and demonstrates the principles and application of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrates a thorough understanding of the Museum's specific obligations in Auckland's cultural landscape and actively contributes to its evolution from a colonial institution to a future museum.

Digital capability

- Almost every role at the Museum depends upon technology to fulfil its purpose, we also use technology to create, store, protect, use, and share our digital assets. All Museum workers are responsible for the appropriate use of technology, compliance with all cybersecurity instructions, and the wellbeing of our digital assets.

Develop self for current and future employment

- Knowledge and skills are developed and maintained for competent performance of current position.

He Waka Eke Noa – Values & Behaviours

He Waka Eke Noa describes our unique identity and how He Korahi Māori and Teu Le Vā underpin how we think, act, and feel as employees of Auckland Museum. It is a leadership competency framework which sets out how we lead, behave and work with each other, our visitors, and communities.

- **Authentic** – Understanding our purpose, practicing our values, leading with our hearts
- **Customer Centred** – Creating memorable positive experiences for each other and our audiences
- **Respectful** – Honouring each other, valuing our differences
- **Connected** – Connected to each other, our work, and our communities
- **Growth Mindset** – We treat challenges as opportunities

Core Competencies Required

Generosity

- Displays goodwill towards colleagues and assumes the best of them, letting it go with mistakes are made and giving people another chance

Customer Centred

- Is always ready to share with and help others, even if they need to go out of their way.

Resilience and Optimism

- Doesn't give up when faced with challenges; remains realistic, and hopeful..

Connected

- Exemplifies a mahi tahi approach and cooperates with others to benefit the whole

Respectful

- Is committed to divesting themselves of colonial views and interpretations of people and taonga, values indigenous work views and knowledge.

Accountable

- Holds themselves accountable for their performance, is open to feedback and asks for it.

Inclusive

- Respects that people are free to be themselves and express their identities.

Additional Competencies Required for this Role

Success in this role requires the following additional competencies.

Approachability (Empathy)

- Is warm, pleasant and gracious at work.

Approachability (Collaboration)

- Exhibits body language consistent with warm and inclusive communication.

Skills & Experience Required for this Role

Success in this role requires the following foundations.

- A passion for Māori and New Zealand arts, crafts, culture and history.
- A minimum of 2 years' experience of achieving high performance in a retail sales environment, preferably one that includes online sales.
- A confident and engaging manner with the ability to work with a diverse client, customer, team and supplier base.
- Exceptional problem-solving skills with a continuous improvement approach to your work with a high attention to detail, organising skills and awareness of visual merchandising techniques.
- Computer literacy including POS, EFTPOS, and online sales familiarity and the ability to further knowledge in these areas.

Personal Attributes Required for this Role

Success in this role requires the following attributes.

- A positive attitude and desire to enhance Auckland Museum's reputation for excellence.
- Exceptional communication skills and the ability to work in a way consistent with Museum values and behaviours building a cohesive and productive team.
- Energetic, with a desire to work in a fast-paced and lively organisation with a willingness to further develop your personal skills and stretch your capability.

He Oranga Tangata ka ao

Enriching lives: Inspiring discoveries