**Retail and Reception Coordinator**

Responsible to: Director

Responsible for: Supporting Director and Education and Development Coordinator in the delivery of the programme.

Hours: 32 hours p/w

Rate: £19,800 pro-rata (based on 37.5 hours p/w)

Contract: 1 year, subject to review

Probation period: 3 months

Notice: 1 month

# Background

Street Level Photoworks occupies a crucial role in Scotland’s cultural sector for photography as well as a significant position nationally. It is a leader in its field and a premiere destination in Scotland to see, learn about, buy and participate in contemporary photography in all its diversity. Our programme’s reach is extended through local and regional networks as well as connections which enlarge opportunities for artists in Scotland to share their work in a wider national and European platform.

The objectives of Street Level are to:

·Provide an exhibitions programme that is challenging and accessible, local and international, diverse and highly individual;

• Identify and maximise opportunities for innovative education, interpretation and training in all aspects of photography;

·Be accessible and inclusive of all people who want to participate;

·Adhere to highest standards of management and organisational performance and of customer satisfaction.

The Retail and Reception post is part of Street Level Photoworks’ aims to increase self-generated income through sales of artwork and services to artists and the general public.

Street Level is supported by Creative Scotland and Glasgow City Council.

**** http://streetlevel.everyonevm4.com/images/GCC.jpg

**Retail and Reception Coordinator**

This role will be responsible for retail development and front-of-house duties. Key responsibilities are:

* Have a pro-active role in developing the profile of Street Level (SLP) as a key outlet for art photography sales in Scotland.
* Visitor Communication/Customer Care – providing information and assistance to the public, users and members.
* Reception duties.
* Managing retail area.
* General marketing and specific campaigns around print and merchandise sales.

Retail and Sales Development

* Contribute actively to the development of print sales, and manage Street Level’s retail schemes and online sales platforms.
* Develop photographic editions as a unique and affordable feature.
* Develop links to Photo Fairs, festivals, networking and professional development activities that cultivate market interest and strengthen Street Level’s brand.
* Coordinate and liaise with other suppliers (i.e. framers and transportation companies) regarding delivery of art sales.
* Maintain inventory and stock of products.
* Coordinate events linked to the programme to enhance sales of artists prints, books and merchandise.
* Develop campaigns which plug into existing networks and target local, city-wide and national businesses and collections.
* Process, record and report on all sales through cash transactions and EPOS systems.

Visitor Communication/Customer Care

* Provide a positive first hand experience of Street Level Photoworks by welcoming visitors and users and offering advice and information as required, including introductions to exhibitions and products in shop.
* Provide introductions for group visits when required.
* Undertake Risk Assessments around public access.

Reception and Gallery Duties

* Manage front-of-house staff cover for public opening times and for special events.
* Process and update visitor data, and feedback for reporting and development purposes.
* Manage front of house enquiries, bookings and sales.

General Marketing

* Help develop new marketing outlets to target new audiences, users and customers.
* Undertake coordination of audience surveys.
* Develop, maintain, and report on SLP print and retail sales strategy.
* Update social media (liaise with other staff as necessary) and contribute to e-commerce requirements
* Optimise use of website, social media and database to drive sales.
* Maintain data-base of customers and members.

Essential Skills

Knowledge and experience of visual art, ideally the photography sector and its networks, and working in an arts environment

Experience of sales, marketing and setting targets in a retail environment

Knowledge and experience of EPOS tools and online

Experience of delivering excellent customer care – a ‘people person’

Excellent communication skills

Punctuality

Numeracy

Attention to detail in dealing with visitors and users

Flexibility in working hours and working arrangements