



Job Title	Retail Manager	Job Description Date	May 2026
Department/Team	Public Engagement	Reports to	Director of Public Engagement

Context

Founded in 1682, the Royal Hospital Chelsea is a retirement community for around 300 army veterans, known as the Chelsea Pensioners, drawn from every corner of the United Kingdom. Based in the heart of London, it is a special place defined by community and service.

We are looking for people who enjoy working with others and take pride in making a positive difference. You will lead by example and help create a welcoming, inclusive environment for everyone who lives and works here. Our values guide everything we do:

- Nurture Belonging – bringing people together through comradeship
- Respect Individuals – listening carefully and responding with care
- Encourage Pride – doing things well and to a high standard
- Enjoy Life – sharing warmth, positivity, and the occasional smile

As a charity that relies on the generosity of others to support those who live here, every role at the Royal Hospital Chelsea matters. Whatever your position, you will help deliver our vision and contribute to a place people are proud to be part of.

Role Purpose:

RHC is a listed heritage site that encapsulates magnificent buildings designed by Sir Christopher Wren and Sir John Soane as well as 66 acres of grounds. Home to the iconic veteran community known as the 'Chelsea Pensioners' since 1692, RHC is a unique working historic building with a wealth of socio-military, natural and architectural heritage.

The Public Engagement team oversees RHC's public programmes, retail, community engagement, volunteering, visitor services, interpretation, formal learning and education work, as well as acts as the organisational lead for the Chelsea History Festival, which was established in 2019 in conjunction with the National Army Museum and Chelsea Physic Garden.

RHC secured a £3.2million grant from the National Lottery Heritage Fund in autumn 2022 to restore and adapt the Grade II* Stable Yard, designed by Sir John Soane, into a Visitor, Outreach and Heritage Centre (Soane Stable Yard - SSY). Having opened in October 2024, the SSY now provides all of the public facing facilities to the Chelsea Gate entrance of the site. Within the SSY, there is a shop and Post Office, an outreach space plus a café that is operated through a separate commercial licence. More than 100,000 people visit the SSY each year, including attending a fee-paying Tour led by a Chelsea Pensioner.

The retail and Post Office offer is supported by permanent staff, Chelsea Pensioners and volunteers. The purpose of this role is to be responsible for the day to day running of the SSY shop, Post Office and online shop. The role encompasses driving high levels of customer service, sales and visual merchandising, team management, inventory management, product sourcing and development, commercial growth and management of the online shop. In addition to these duties, the post-holder will be required to work in the shop, serving shop and Post Office customers.

This is a permanent full-time role (41 hours per week including lunch breaks) on a 5 over 7 day basis which will require regular weekend and some evening working (time off in lieu will be given for the shop opening outside of regular working hours).



The Retail Manager reports to the Director of Public Engagement. The role has direct line management responsibility for the Post Office & Shop Supervisor, Sales Assistant and oversees the Chelsea Pensioners and Volunteers supporting the running of the shop.

Principal Accountabilities: 8-10 outcomes

Principal Tasks

- RHC Post Office Manager, overseeing the daily operations of the RHC postal branch, ensuring regulatory compliance and managing financial transactions.
- Ensure the shop and Post Office counter are sufficiently staffed during all opening times with occasional shop support from Chelsea Pensioners and Volunteers. Personally provide cover when required.
- Be responsible for the supervision and training of shop and Post Office staff, Chelsea Pensioners and volunteers to ensure consistency of approach in delivering high standards of customer service.
- Ensure the team is fully trained on operational procedures for using the EPOS till for retail sales and booking tours and events.
- Ensure any discrepancies in cash or card payments are investigated promptly.
- Ensure the shop is sufficiently stocked at all times and visual merchandising and housekeeping standards are adhered to.
- Drive up income, monitor KPIs including Conversion Rate, Average Transaction Value, Spend Per Visitor and profit margin through maintaining an accurate EPOS system to allow detailed analysis.
- Maintain inventory levels to meet forward sales using the EPOS system on a weekly basis to identify products for reorder, raise purchase orders, receive and store deliveries, receipt stock accurately onto EPOS system, communicate with Finance on all purchase orders, receipting and invoicing.
- Carry out accurate stocktakes when required.
- Source and develop new products in line with strategy, ensuring that the shop and products are up to date, on trend, price appropriate and targeted to identified audiences.
- Operating the Post Office Horizon automated system, for which training will be provided, and selling to, and advising customers on Post Office products.
- Ecommerce:
 - Operate and develop the online shop platform including adding new products and balancing stock availability across the onsite and online shops.
 - Oversee packing and shipping orders.
 - Provide content to the RHC Marcoms Team for promotion via social and e-marketing channels.
- Identify and implement 'Pop Up' shop opportunities across the site during Events (e.g. Chelsea Flower Show) and at Outreach events.
- Ensure the shop is run safely and Health & Safety policies and procedures are adhered to.

Leadership expectations

The role holder is expected to:

- Demonstrate a strong commitment to the mission, aims, and values of the RHC.
- Maintain the highest standards of ethical and personal practice, ensuring that the wishes and rights of the Chelsea Pensioners are always fully understood and protected.
- Work to ensure that the Royal Hospital Chelsea becomes regarded as one of the nation's pre-eminent heritage sites and that public understanding of its important socio-military heritage is strengthened and widespread – without breaching its physical integrity, collections or reputation.



- Uphold and promote RHC's values (Enjoy Life; Nurture Belonging; Respect Individuals; Encourage Pride) and policies.
- Support RHC's commercial, audience development and visitor services strategies and volunteering policies.
- Develop, implement and operate consistent administrative processes that comply with RHC standards and processes.
- Oversee contracts and partnerships with suppliers and other organisations in a business-like and fair way to ensure maximum benefits to the RHC.
- Support other members of the team during busy periods.

Skills Knowledge and Experience

Essential Skills

- Teamworking and motivational leadership skills
- Ability to prioritise, multi-task and delegate
- Excellent customer service skills
- Knowledge of using relevant IT tools, including EPOS and ticketing systems
- Computer literate, with experience of the Office suite (Word, Excel, Outlook)
- Numerate

Desirable Skills

- Knowledge of setting up and running online shop platforms

Knowledge and Experience

Essential

- At least 5 years retail experience
- Experience supervising a team
- Experience of delivering income to targets set, managing budgets and creating reports
- Experience of product development

Desirable

- Experience of running an independent (non-chain) retail operation
- Experience of working in a Post Office and using the Horizon system
- Experience of working within the heritage or museum sector, or other visitor attraction
- Experience of working with volunteers

Competences

- Ability to exemplify exceptional customer service
- Highly organised and able to work on own initiative
- Excellent attention to detail
- Ability to work calmly under pressure
- Both self-motivated and a team player



Qualifications:

Educated to degree level or the equivalent experience.

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.