Capel Manor College

Farm Retail Supervisor

Job Description & Person Specification









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JOB DESCRIPTION & PERSON SPECIFICATION

Post	Farm Retail Supervisor
Scale	Business and Learning Support
Grade	Scale 5
Responsible to	Enterprise and Community Manager
Location	Forty Hall Farm, Enfield
Contract	Full time

JOB DESCRIPTION

Purpose of the role

The Farm Retail Supervisor is responsible for the day-to-day management of the College's retail operations across Forty Hall Farm, ensuring the delivery of an outstanding customer experience whilst maximising commercial income and profitability.

Leading a small team of Farm Retail Assistants, students and volunteers, the postholder will oversee all aspects of retail operations including customer service, merchandising, stock management, retail compliance and sales performance. The role will ensure that produce grown at Forty Hall Farm, together with products sourced from local suppliers and wider retail merchandise, are effectively promoted and sold through a range of commercial channels.

Working closely with the Head of Commercial Services, Enterprise and Community Manager, Farm Manager and other operational colleagues, the Farm Retail Supervisor will contribute to the continued growth and development of the College's retail offer, supporting commercial objectives whilst enhancing the visitor experience.

Key responsibilities

Retail Operations

- Manage the day-to-day operation of the retail channels at Forty Hall Farm (shop, Veg Bag Scheme and farmers' markets), ensuring consistently high standards of presentation, customer service and operational efficiency.
- Ensure the retail channels are appropriately staffed, stocked and merchandised to maximise sales opportunities.
- Coordinate stock movement to maintain product availability and minimise waste.
- Maintain attractive retail displays and seasonal merchandising that reflect the College's brand and visitor experience.
- Ensure tills, cash handling and daily reconciliations are completed accurately and in accordance with College financial procedures.

Sales and Commercial Performance

- Drive retail sales and contribute to the achievement of commercial income targets.
- Maximise sales of produce grown at Forty Hall Farm alongside complementary retail products and locally sourced goods.
- Support the continued development of the Veg Bag Scheme, identifying opportunities to increase membership and customer retention.
- Monitor retail performance, customer trends and stock movement, providing regular reports and recommendations to the Enterprise and Community Manager.
- Support promotional campaigns, seasonal retail initiatives and events designed to increase visitor spend and customer engagement.

Stock Management

- Manage stock ordering, stock control and inventory levels for all retail channels at the Farm.
- Work closely with the Farm Manager to plan the availability and sale of seasonal produce.
- Develop productive relationships with local suppliers, ensuring products meet agreed quality standards and value for money.
- Minimise waste through effective stock rotation, forecasting and inventory management.

Leadership and People Management

- Supervise, motivate and support Farm Retail Assistants, students and volunteers, promoting a positive and customer-focused culture.
- Allocate work, oversee rotas and ensure appropriate staffing levels across all retail channels at the Farm.
- Provide coaching, training and day-to-day guidance to team members.
- Contribute to recruitment, induction and performance management processes in conjunction with the Enterprise and Community Manager.
- Foster a collaborative working environment that supports learning opportunities for students and volunteers.

Customer Experience

- Deliver and promote exceptional customer service standards across all retail channels.
- Respond to customer feedback and resolve complaints professionally, escalating issues where appropriate.
- Promote the work of Forty Hall Farm and the wider College through positive customer engagement and product knowledge.

Compliance and Health & Safety

- Ensure compliance with food safety legislation, health and safety requirements and College policies.
- Maintain high standards of cleanliness, hygiene and retail presentation.
- Ensure accurate pricing, labelling and product information at all times.
- Report operational risks, maintenance issues and compliance concerns promptly.

General Responsibilities

- Support the commercial teams across the College in enhancing the commercial offer of events and other commercial activities.
- Promote and adhere to all College policies, particularly those which refer to health and safety, equality of opportunity and safeguarding young people and vulnerable adults.
- Participate in staffing rotas to provide occasional weekend cover on market stalls and in promoting the Veg Bag Scheme.
- Participate in College programmes of staff appraisal and continuing professional development.
- Maintain effective and positive working relationships internally and with external partners.
- Operate at all times in line with the College’s values and behaviours.

PERSON SPECIFICATION

Qualifications

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period.

Experience

- Experience of supervising a retail operation.
- Experience of leading and motivating a small team.
- Experience of stock control, merchandising and retail operations.
- Experience of delivering excellent customer service.
- Experience of food retail, farm shops, garden centres or visitor attractions.
- Experience of managing multiple retail locations.
- Experience of visual merchandising and promotional campaigns.
- Experience of using electronic till and stock management systems.
- Experience of managing volunteers or supporting learners.

Skills, Abilities and Knowledge

- Strong leadership and supervisory skills.
- Excellent customer service skills.
- Good commercial awareness and understanding of retail performance.
- Strong organisational and planning skills.
- Excellent communication and interpersonal skills.
- Ability to analyse sales information and identify opportunities for improvement.
- Good IT skills, including Microsoft Office and retail EPOS systems.
- Ability to prioritise workload and work effectively under pressure.
- Knowledge of fresh produce, horticulture or garden retail.
- Understanding of visual merchandising principles.
- Knowledge of food hygiene and retail compliance requirements.

Other Factors

- Understanding of and commitment to safeguarding young people and vulnerable adults.
- Ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, and in all interactions with colleagues, students and volunteers.
- Emotional resilience.
- A clean, UK driving licence.
- Willingness to undertake occasional evening and weekend work, participating in the team rota.