Position Description

POSITION	**Retail & Customer Experience Manager**		
REPORTS TO	Head of Commercial Operations and Customer Experience	**DIRECT REPORTS**	Nil
KEY STAKEHOLDERS	**Internal:** Executive Manager Park Operations Head of Commercial Operations and Customer Experience Regional Managers and Park Managers Marketing Finance and Procurement Digital/Systems	**External:** Retail suppliers and product partners Guest experience and activity partners Service providers	
PURPOSE	To lead Reflections' multi-site retail portfolio as an accountable, commercially capable Retail Manager. Own the network retail operating rhythm, performance, merchandise and range execution, supplier coordination, stock controls, point-of-sale discipline and consistent store standards. Operate with the judgement and autonomy of a strong large-format retail leader, translating the Head's strategy into practical park-level results and leading guest product and service rollouts within agreed brand and commercial parameters. Working within the strategy, commercial parameters and brand guardrails established by the Head of Commercial Operations and Customer Experience, the role has a high level of autonomy to set priorities, make operational decisions, identify opportunities, resolve issues and drive consistent execution across parks. The role owns the operational engine underneath the Head - translating strategy into practical delivery while enabling the Head role to remain focused on strategy, transformation and enterprise influence. A major focus is lifting Retail as both a commercial portfolio and part of the guest experience, including range, product, pricing implementation, visual merchandising, POS, stock management, suppliers, promotions and park-level execution. The role also leads implementation of agreed guest products, service pilots and Reflections Way initiatives where strong operational coordination and follow-through are required.		
BUSINESS DRIVERS	The key inputs and activities of the Retail Manager that drive results for Reflections Holidays.		
	1. Retail Leadership, Performance & Commercial Rhythm - Independently own the network retail operating rhythm and day-to-day performance, using data and commercial insight to identify opportunities and drive corrective action. 2. Range, Product & Visual Merchandising - Own the core range, product catalogue and visual merchandising standards so retail presentation is consistent, guest-relevant and aligned to Reflections brand and experience expectations. 3. Stock, POS & Supplier Discipline - Maintain strong POS, stock, purchasing and supplier controls, with reliable data and clear accountabilities across the network.		

	4. Guest Product & Experience Implementation - Lead operational rollout of agreed guest products, activities and experience initiatives, ensuring concepts translate into practical park delivery. 5. CX & Reflections Way Implementation - Drive pilots, tools, standards and adoption rhythms that help embed agreed service models and Reflections Way priorities. 6. Autonomous Delivery & Problem Solving - Operate independently within agreed guardrails, resolving issues at source and escalating only where decisions materially exceed role authority or agreed parameters.
COMPETENCIES	- Customer and service orientation - Commercial judgement and performance focus - High autonomy and personal accountability - Visual merchandising and retail presentation - Planning, organisation and disciplined follow-through - Data interpretation and decision making - Practical problem solving - Influencing geographically dispersed teams without direct authority - Supplier and stakeholder management - Bias for action and continuous improvement
KEY RESPONSIBILITIES	**Retail Operations & Performance** - Own the retail operating rhythm across parks, including range implementation, pricing execution, POS/Square administration, stocktake processes, receipting, wastage and shrinkage controls. - Monitor revenue, margin, range and category performance; identify underperformance and drive practical improvement actions with parks. - Maintain monthly retail scorecards and provide clear performance insights and recommended actions. **Range, Product & Visual Merchandising** - Own and maintain the core retail range, product catalogue and SKU discipline. - Set and maintain visual merchandising, product presentation and retail display standards across the network. - Coordinate seasonal campaigns, product changes and promotional execution with Marketing and parks. - Ensure retail presentation supports the Reflections brand, customer proposition and broader guest experience. **Purchasing & Supplier Management** - Coordinate Retail and agreed Operations purchasing activity, supplier information, product sourcing, pricing and ordering arrangements. - Support supplier negotiations, quotation processes and supplier reviews in line with procurement requirements and delegations. - Maintain accurate supplier, product and pricing information and follow through agreed actions. **Guest Product & Experience Implementation** - Lead the operational rollout of agreed guest products, experiences, activities and local offerings across parks. - Develop practical tools, playbooks and implementation plans that make new concepts easy for parks to adopt. - Track uptake, guest response, operational issues and commercial performance and recommend improvements.

	CX & Reflections Way Implementation - Lead operational implementation of agreed service and customer experience pilots within the role scope. - Coordinate tools, standards, routines and evidence of adoption across parks. - Identify execution gaps and resolve or escalate issues quickly to maintain momentum. **Data, Insights & Autonomous Delivery** - Maintain accurate retail and guest experience dashboards, translating data into practical insights and actions. - Manage priorities and operational decisions independently within agreed strategy, financial delegations and brand guardrails. - Work directly with Regional Managers, Park Managers and functional partners to resolve issues and close execution gaps without requiring close day-to-day supervision. **Other Responsibilities** - Contribute to broader Operations priorities where the work is reasonably aligned to retail, guest experience, supplier coordination, data or implementation capability. - Perform other duties reasonably aligned to the level and purpose of the role.
SELECTION CRITERIA	**Essential:** - Demonstrated experience managing retail operations, multi-site retail, hospitality, tourism, accommodation or a comparable customer-facing operational portfolio. - Demonstrated ability to operate autonomously within broad strategy and guardrails, independently setting priorities, making operational decisions and driving outcomes. - Strong commercial judgement and confidence interpreting revenue, margin, product, stock and performance data. - Experience in visual merchandising, retail presentation, range or product management. - Strong understanding of POS, inventory, stock controls and retail operating disciplines. - Strong supplier and stakeholder management capability. - Ability to influence and support geographically dispersed operational teams without direct authority. - Strong planning, organisation and follow-through, with a practical bias toward action. **Desirable:** - Experience in holiday parks, tourism, outdoor accommodation or experience-led service environments. - Experience implementing guest products, activities, service standards or customer experience initiatives. - Exposure to purchasing, supplier sourcing or procurement processes.
REFLECTIONS HOLIDAYS VALUES	***How our company values apply to all employees***

GROW TOGETHER	When we work as a team, everyone benefits. We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.
SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	In partnership with others, we achieve better outcomes. We believe everyone can make a difference in the lives of people, places, and our planet.
CARE DEEPLY	We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.
ACKNOWLEDGEMENT: I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.	
SIGNATURE:	
DATE:	