



## Retail Manager

<b>Reports to:</b>	Operations Manager
<b>Location:</b>	Sky City, Auckland
<b>Hours of work:</b>	40 hours (with flexibility across weekends and public holidays)

## Role Purpose

The Retail Manager – Wētā Workshop leads the commercial strategy and day-to-day operations of the retail experience. This includes merchandise sales, product development, promotions, activations, and photography delivered with exceptional brand alignment and guest engagement.

The role is responsible for growing retail revenue, optimising per-person spend, and executing a high-quality in-store experience. This role also supports the strategic positioning of the experience as a must-do visitor attraction, with retail as a key brand extension.

This position partners closely with the Operations, Tourism Marketing, and Consumer Products teams to align product development, brand activations, and seasonal campaigns with business goals.

## Key Accountabilities & Outcomes

### 1. Retail Leadership & Strategy

- Lead the retail store's daily operations, layout, merchandising, stock management and guest service delivery
- Implement company strategies to increase average spend per guest
- Maintain a clear retail calendar aligned with peak periods, activations, and new product drops
- Deliver financial performance in line with budget (including reporting, analysis, and forecasting)
- Work closely with Consumer Products to align retail product with IP, trends, and Wētā Workshop's wider commercial strategy

### 2. Product Development & Merchandising

- Collaborate on the design and selection of new retail products in line with the company brand
- Manage pricing, promotions and product lifecycle
- Ensure optimal mix of hero items, tour-linked products, and seasonal campaigns
- Continuously review sales performance and lead data-driven product improvements

### 3. Team Leadership & Culture

- Recruit, train and lead the Hosts and Delivery Crew, developing a guest-first, sales-focused team culture
- Hold regular one on one's with direct reports to support their growth and development.
- Provide coaching, support succession planning, and lead performance reviews for direct reports and the wider team
- Partner with the Operations Manager and Operational Leads on rostering, shared events, and development planning
- Ensure compliance with health and safety protocols, and support a positive safety culture

- Champion product knowledge training and experiential sales through positively influencing crew culture by promoting company values and staff wellbeing

#### 4. Activations & Promotions

- Lead execution of brand activations, pop-ups, and product launches onsite
- Manage and maintain the retail activations calendar in collaboration with Tourism Marketing
- Coordinate cross-functional campaigns that amplify retail, ticketing, and partner engagement
- Represent retail as a core experience channel in team planning and reporting

#### 5. Photography Experience (Magic Memories)

- Oversee the daily delivery and standards of the photo experience
- Partner with Magic Memories to review quality, sales performance, and technical issues
- Integrate photography into the wider guest journey and product strategy where appropriate

### Health, Safety, and Well-being

- Follows all health, safety, and well-being rules, procedures, and instructions. Takes reasonable care to look after their own H&S at work and the H&S of others.
- Champions excellent health, safety and wellbeing practices.

### Qualifications & Experience

- 6 months+ experience in a retail management role (tourism, lifestyle, or entertainment retail preferred)
- Proven track record in driving sales, developing new product ranges, and achieving KPIs
- Experience managing small-to-medium retail teams in a high-volume visitor environment
- Experience working with external suppliers, merchandising calendars, and CRM insights
- Exposure to customer service or host work within a tourism/attractions environment
- Previous involvement in activations, product launches, or branded events
- Preferably holds a certificate or diploma in business, retail, marketing or tourism

### Skills & Competencies

- Strategic and commercial thinker with excellent retail acumen
- Strong leadership and team development experience
- Excellent organisational, time management and planning skills
- Creative eye for merchandising and guest experience design
- Comfortable working with data and sales performance metrics
- Effective communicator and cross-functional collaborator
- Agile and solutions-focused under pressure
- Highly motivated and aligned with Wētā's brand purpose

## Key Working Relationships

### Internal

- Head of Tourism
- Operations Managers
- Experience Managers
- Consumer Products & Sales Teams
- Customer Services and Ticketing Team
- Supervisors and Hosts
- Marketing & Events Teams

### External

- Magic Memories
- Retail suppliers and vendors
- Wellington New Zealand (WNZ), Tourism Auckland (TAU), TNZ, Heart of the City, SkyCity
- Local guest experience and tour operators

## Change to Job Description

Completed on: 17/09/2025    **Review Date:** Click or tap to enter a date.