



# Barefoot Books

*step inside a story*

## **Job Description** **Oxford Studio Manager**

**Reports to:** Gautam Bhasin, European General Manager

**Location:** Barefoot Books Studio, 294 Banbury Road, Summertown, Oxford

### **About Barefoot Books**

Barefoot Books is an award-winning, independent children's publisher specialising in carefully crafted books, gifts and digital content to help children on their journey to become happy, engaged members of a global society. With offices in North America and Europe, our working culture is fast-paced, collaborative, innovative and entrepreneurial. Since 1992, Barefoot Books has created more than 500 books and complementary gifts for children that use timeless stories and captivating illustrations to encourage discovery, creativity and global awareness. Our goal is to build a world-wide network of story-lovers who recognise the importance of imagination in children's lives. Barefoot Books are available in our Studios in Oxford, England and Concord, MA, in schools and libraries, through our fast growing, grassroots community of independent home-based Ambassadors, and through our carefully selected retail partners.

### **Goals for the Barefoot Books Oxford Studio**

- To re-launch the Barefoot lifestyle brand, experience and content to children and their families in Britain.
- To generate revenue to cover the overall running costs of the Studio and offices, and to contribute to the overall profitability of the global business.
- To create a compelling marketing story around the importance and timely relevance of creativity, storytelling, global awareness and healthy, sustainable living for families.
- To provide a springboard to help grow the Barefoot Books Ambassador Programme and a centre for the 'Living Barefoot' Club in Europe.
- To offer a program of events (drop-in, workshops and classes) for families which includes arts and crafts, reading and storytelling, music and movement, cookery, gardening and parties for children, as well as creative workshops, guest speakers, parties, fundraisers, film nights, and other gatherings for adults.
- To provide sustainable organic fare for families wishing to have a delicious and healthy meal in the Storyteller's Café.
- To forge relationships with local educational and arts organisations, as well as local artisans, who share Barefoot's values and can help us extend our core mission and community reach.
- To create a showcase of the Barefoot Books offer for retailers, business partners and media.
- To offer a place for families to relax, engage, connect and interact, and provide important feedback to inform our product development process.
- To provide a 'lifestyle' hub at the centre of the Barefoot Books European community, and a 'living laboratory' where our books are brought to life through activities that are grounded in the imagination and which can easily be replicated at grassroots community events through our Ambassador and 'Living Barefoot Club' programmes.

### **Position Overview**

Working closely with the European General Manager and the Community Events and Outreach Manager, the role of the Oxford Studio Manager is to ensure the successful running of the Barefoot Books retail store, Storyteller's Café and events programme to achieve overall business objectives.





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## Responsibilities

- Lead, manage, motivate and inspire the entire Studio team (retail, events and café)
- Work with General Manager and Events and Community Outreach Manager to achieve commercial objectives for the Oxford Studio, including overall turnover targets and marketing/branding goals.
- Provide team training, development and support to ensure, first and foremost, exemplary customer service, as well as outstanding product knowledge and first-class delivery of experiential content (programs, activities and workshops).
- Develop and execute a staffing plan which achieves the challenging balance between ensuring customer engagement and satisfaction, maximising Studio sales, creating a motivated and happy Studio team and keeping costs on budget.
- Work with Global Creative and Marketing teams, as well as the Studio team, to maintain the Studio visual aesthetic in keeping with overall Barefoot Books brand standards, while at the same time ensuring that product merchandising optimises promotion of events, local and seasonal themes and opportunities.
- Continually evaluate overall use of Studio space and make recommendations for improvements in the mix of product, Café, events to maximize revenue while also meeting the marketing and branding goals for the Studio.
- Liaise with Global Operations team as necessary on all POS and other Studio operational issues.
- Manage all aspects of stock control in accordance with company policy.
- Work with Community Events and Outreach Manager and the Global Marketing team to ensure the smooth and successful execution of the Events programme and the overall promotion of the Studio offer.
- Work with Ambassador and Trade sales teams to ensure smooth running of events, workshops and other sales meetings in Oxford Studio.
- Solicit and act on feedback from the Studio community with the overarching goal of providing a first-class customer experience for all visitors.
- Ensure that the overall Studio operates smoothly and efficiently.
- Help to define what success looks like for the Oxford Studio by establishing clear goals and benchmarks.

## Requirements

- Minimum of 5 years' experience working in a retail, educational or community centre environment, preferably with a focus on families and children
- Collaborative, creative, energetic and empathetic leadership style with the drive, ambition and ability to motivate a team to achieve results
- Strong, forward facing personality embracing a customer-focused ethos
- Outstanding organizational skills, attention to detail and willingness to adopt a sleeves-rolled-up approach
- Passionate interest in arts and education and grassroots, community-based business models
- Experience with, and passion for, working with children hands-on in a creative, interactive setting
- Demonstrated integrity, maturity and a constructive approach to challenges
- Love of books and a real appreciation for their importance in children's lives
- Strong connection to the Barefoot Books offer and story

To apply, please email your CV and covering letter to [gautam.bhasin@barefootbooks.co.uk](mailto:gautam.bhasin@barefootbooks.co.uk)

