

Job Description

Business Development Manager – Highcliffe Castle

Role Profile Manager K

Service/Team Destination and Culture

Reports to _ Head of Leisure

Responsible for Commercial Manager, Operations Manager

Number of posts _ 1

Post number TBC

Career Grade Band K

My job improves the quality of life for the people of Bournemouth Christchurch and Poole by ensuring Highcliffe Castle and the associated facilities and grounds maintains and develops its offer as a heritage and events venue

Job Overview

To manage, develop and promote the facilities & services at Highcliffe Castle in line with the Business Plan, Management Plan, Heritage Lottery Fund bid targets and action plan and the Council strategies and policies.

To drive business growth and income through the development of commercial activities and events and improve the visitor experience.

To lead the Highcliffe Castle team, building positive relationships with staff, stakeholders, partners, service providers and customers.

Key Responsibilities

- Manage & develop the facilities & services at Highcliffe Castle and within the grounds to provide an engaging heritage venue as well as an attractive venue for events, weddings, meetings, environmental education, cultural activities and general public recreation.
- Recruit, manage and develop permanent and temporary staff including volunteers, employed in connection with the operation of Highcliffe Castle.
- Develop the Business & Action Plans for Highcliffe Castle, to shape the strategic direction with a focus on income generation and subsidy reduction.
- Be part of the Leisure Management, helping to develop and deliver the objectives of the Leisure and Destination and Culture service plans
- Oversee the management of communications and promotions including printed material, websites and social media.
- Manage budgets, including the setting and realising of income targets.
- Identify and apply for external funding to help achieve the objectives of Highcliffe Castle
- Provide effective communication between managers, staff, partners, contractors and stakeholders.
- Develop performance management systems to provide regular measurement of usage, income and customer satisfaction.

- Oversee the management of Highcliffe Castle in line with legislative policies and designations, including Grade I listed building status.
- Build positive and productive partnership relationships with local residents associations, community groups, internal Service Units, Council Members, other providers, external organisations and users.
- Prepare and present reports to Committees, Management Team, Service Heads and other groups as appropriate.
- To be responsible for ensuring that all relevant Health & Safety documentation is maintained and updated.
- Deputise for the Head of Leisure as and when required.

Specific Qualifications and Experience

- Relevant Degree (or equivalent experience)
- Experience of managing of Listed Buildings.
- Marketing & communications experience, including written reports and verbal presentations.
- Experience of leading Heritage Lottery funding projects
- Experience with managing public grounds and the complexities of these being used for various purposes
- Experience of managing complex partnerships including stakeholder management and knowledge of effective change
- Experience of motivating and building relationships with staff promoting a culture of empowerment and inclusion.
- Experience of delivering creative solutions to a range of problems.
- Experience of devising and implementing financial and administrative systems.
- Events and project management experience
- Related Health & Safety knowledge and safe working practices.
- Budget management experience
- IT skills in Word, Outlook and Power Point.
- Complaint handling skills

Personal Qualities & Attributes

- Well organised and efficient with attention to detail.
- High level of resilience and calm under pressure
- Highly developed literacy and numeracy skills
- Negotiation skills.
- Strategic thinker and effective decision maker
- Proven driver of change.

Job Requirements

- Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car.

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with this post.