**Job Description**

**Seafront Visitor Services Manager**

**Role Profile**  Leadership Band M

**Service/Team** Seafront / Visitor Services

**Reports to** Head of Seafront Service

**Responsible for** Approx 35 staff across multiple teams and locations including:

Visitor Services Officer x 1 FTE

Beach Huts Team x 3 FTE

Beach Lodges Team x 10 FTE (Manor Steps & Steamer Point)

Resort Information Team x 6 FTE (Tourist Info Service, Customer contact and complaints, Adventure Golf).

**Number of posts** 1

**Post number**

**Career Grade** N/A

**My job improves the quality of life for the people of Bournemouth Christchurch and Poole by helping to ensure the BCP Seafront maintains and develops its offer as a leading award-winning visitor destination.**

**Job Overview**

* Under the general direction of the Head of Seafront, lead and manage the Seafront Visitor Service, improving the visitor experience and communications.
* Manage and develop others to achieve the strategic aims of the service and best possible organisational performance through creativity and innovation, developing business plans, policy and procedure.
* Be accountable for efficiency, high quality, sustainable and value for money services across the seafront for our residents, businesses and visitors, regularly reviewing and monitoring key performance objectives

**Key Responsibilities**.

1. **SMT** - As a member of the Service Senior Management Team, provide professional guidance and support for the Head of Seafront, deputising as required.
2. **Leadership** - Lead the various teams and functions within the department, overseeing the delivery of a comprehensive range of services and facilities, setting clear and realistic objectives to ensure the strategic direction is supported and quality of service maintained. **Service Plan** - Responsible for the preparation and monitoring of the department’s annual delivery plan, related strategies and setting future policies for all aspects of service delivery.
3. **Staff** - Lead the team to provide a high quality, safe and customer-focused service, overseeing recruitment, training, staff development and discipline.
4. **Financial Management** - effectively manage income and expenditure to ensure delivery of service objectives within budget and lead the continual drive to generate income and improve efficiency.
5. **Funding** - identify and develop commercial and grant funding opportunities to maximise income and support service development.
6. **Procurement** - lead on the delivery of related procurement and tender activity work closely with other BCPC departments
7. **Relationships:**

* Seek, develop and manage relationships and partnerships, influencing and engaging key stakeholders in support of strategic objectives and lead on the resolution of complex issues in a persuasive and supportive way, often negotiating on behalf of the Council.
* Lead the relationship with beach hut associations, tourism management groups and others local organisations related to the service area.

1. **Elected Members** - Within area of responsibility offer support and advice to Elected Member and Senior Officers.
2. **Engagement** - Proactively engage the public, community groups and external organisations to support delivery priorities.
3. **Research** - To develop and maintain an evidence base to support project delivery and funding bids via mechanisms such as feedback forms and visitor surveys.
4. **Health & Safety**

- Ensure operating & emergency procedures are up to date and adhered to, including the safe use of plant & machinery.

- Ensure compliance with all health & safety legislation including risk assessments and licences, and be the ‘responsible person’ for statutory duties (i.e. fire, asbestos and legionella).

1. **Recognition** - To actively seek opportunities for recognition for the service and team including internal and external awards and kite marks inc. Tourism Awards
2. **Marketing** – work closely with the Corporate Marketing Team to ensure the quality and delivery of marketing and promotional material, interpretation, print production, signage, web & social media.
3. **Communications** - Manage customer communications across the service ensuring high levels of satisfaction and customer care, respond swiftly to enquiries, compliments and complaints.

**Specific Qualifications and Experience**

1. Degree in a relevant subject or ability to demonstrate equivalent knowledge, skills and experience in the management of a complex service within a large organisation.
2. Advanced relevant professional qualification (or equivalent experience) with clearly evidenced continuous professional development and understanding of best practice.
3. Significant experience in managing hospitality and customer services in large scale seasonal visitor attractions or similar environments, including leadership, recruitment and development of staff.
4. Evidence of effective marketing campaigns linked to business generation.
5. Evidence of successful handling of customer communications including enquires, compliments and complaints.
6. Manage budgets, resources and funding within the context of Local Government and the future plans of the Council.
7. Communicating with the public, customers and partners including written reports, media statements and social media.
8. Well developed specialist knowledge of the work practices, process and procedures relevant to the service, including broad commercial awareness
9. Staff leadership, recruitment and development.

**Personal Qualities & Attributes**

* High level of leadership across a range of disciplines.
* Analytical, reporting and presentation skills must be exemplary.
* High level of resilience, calm under pressure and ability to work independently.
* Confident communicator with excellent interpersonal skills, able to forge and maintain relationships with key stakeholders at a senior level and across a range of internal teams and external organisations.
* Innovative and able to adapt and influence a changing environment.
* Ability to contribute at a strategic level and plan and organise the activities of others.
* Role model enthusiasm, maintaining a positive and collaborative outlook at all times.
* Ability to motivate and train colleagues & staff and to promote a culture of empowerment and inclusion.
* Politically sensitive and diplomatic, using any negative feedback as an opportunity to improve.
* Willingness to undertake training and development as necessary.

**Job Requirements**

* Must be willing to travel, using public or other forms of transport where they are viable, or by having access to own or pool car.
* Valid, full UK Driving Licence for work purposes.
* To work in locations across the BCP area as required.
* Flexible working – 5 in 7 days supporting operational rotas when required, work over major festivals (e.g. Bournemouth Air Festival) and Bank Holidays.

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