

Job Description



Reference Number	TBC
Role Title	Visitor Engagement and Experience
Directorate	Commercial Operations
Department	Leisure
Reports to	Operations Manager Responsible for Operations Assistants, Exhibition and Archive Assistant, Volunteer Supervisor

Job Overview

To lead the whole visitor experience, ensuring that the daily operations are delivered to the highest standard and key objectives are met. Progressing Highcliffe Castle as a lead visitor attraction on the south coast.

Key Responsibilities

- To lead the visitor services team which includes staff and volunteers, encouraging and listening to all to make sure the Castle and Council values are being followed.
- To lead the creative development, interpretation, display and delivery of Highcliffe Castle's displays, exhibitions, and events.
- Drive the delivery of the business plan, working closely with the commercial team.
- Stay on track with pre-set Lottery Heritage Fund objectives.
- Be the main budget holder for the visitor services department.
- Write and adhere to all risk assessments and support the Operations Manager to ensure Health and Safety policies and procedures are followed.
- Monitor and evaluate visitor data to help plan future activities at the Castle.
- Enable engagement through a range of channels including talks, tours, social media and the Castle website.
- To work with the Volunteer Supervisor to develop the volunteer programme and how it is delivered.
- Work with the local stakeholders, enabling them to remain engaged with all Castle activities.
- To act as duty manager as and when required

Specific Qualifications and Experience

- NVQ 4, HND or diploma or equivalent experience
- Proven operational experience in a busy tourism or heritage venue.
- Developed and led or supported in the setting up and running of exhibitions.
- Proven experience of development and delivery of captivating visitor plans.

Personal Qualities and Attributes

- Excellent organisational skills
- Enthusiasm for reviewing processes and improving the outcomes
- You will have a passion for working with the general public
- Clear and confident communicator who enjoys supporting team members
- Must be able to multi-task and be a keen team player
- Excellent ICT skills of the Microsoft Suite, managing social media channels and websites
- High level of resilience and remain calm under pressure

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

Job Requirements

- To be able to work every Sunday and bank holidays on a rota basis
- Provide your own working attire
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