

Job Description

Role Profile	Upton Country Park Visitor Services Officer
Service/Team	Upton Country Park
Reports to	Roger Brewer – Upton Country Park Team Leader
Responsible for	Visitor Services Assistant, Business Administration Officer, Engagement & Learning Officer, Apprentice, Stewards and volunteers as required
Number of posts	8
Post number	ML4579 (BoP)
Career Grade	H

My job improves the quality of life for the people of Bournemouth Christchurch and Poole by ensuring this part of the job is delivered in a way which has a positive impact to the operation and development of Upton Country Park as a leading heritage attraction.

Job Overview

To support the development, management and promotion of UCP in line with the Management Plan, Business Plan and Council strategy and policy. Developing our heritage visitor experience to meet challenging income targets, whilst inspiring the team and ensuring consistent quality customer services is maintained.

Key Responsibilities

To drive business growth and incomes through the development of new commercial activities and events and improve the visitor experience for all customers and clients. Ensuring that a booking and invoicing system is maintained and monitored in line with financial regulations and service delivery needs.

To plan and deliver a commercially driven programme of events, added value activities and hire opportunities (including wedding receptions, ceremonies, room bookings and concessions) with a focus on developing new markets, increasing visitor numbers, maximising income generation and customer satisfaction.

Be responsible for the quality and delivery of marketing and promotional material, interpretation, print production, signage, web & social media.

To build positive relationships with stakeholders, partners, service providers and customers, ensuring high levels of satisfaction and customer care. Following up and developing sales leads and responding swiftly to customer enquiries, reports and complaints.

To supervise and develop related staff and volunteers across a 7 day rota to meet the needs of the service, liaising with other colleagues as necessary. Actively manage and participate in rotas, including attendance at wedding ceremonies and receptions as required.

To develop and maintain an evidence base to support project delivery and funding bids via mechanisms such as feedback forms and visitor surveys.

Maintain and update H&S documentation relating to all visitor services, including event management document in line with policy. Being responsible for ensuring that all hire opportunities (including concessions) comply with relevant legislation, policies and procedures.

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

Specific Qualifications and Experience

- Evidence of commercial success in developing and delivering hospitality, events and activities.
- Evidence of effective marketing campaigns linked to business generation and sales successes and action planning to penetrate new markets.
- Budget and administration management
- Management and development of customer focused front of house and support staff and volunteers.
- Communicating with the public, customers and partners including written reports, media statements and social media.
- Certificate qualification (or equivalent) in Hospitality, Event Marketing or related discipline.

Personal Qualities & Attributes

- Ability to be persuasive and expand the customer base using a range of sales techniques
- Ability to design, deliver and monitor successful marketing campaigns across a range of platforms.
- Confident communicator with excellent interpersonal skills and the ability to develop and sustain relationships with a wide variety of internal and external contacts.
- Flexible and adaptable 'can do' approach and a willingness to work individually or in a team.
- Ability to work effectively under pressure, forward plan and prioritise.
- Well organised, efficient with attention to detail.
- Ability to motivate and train colleagues & staff and to promote a culture of empowerment and inclusion.
- Must be physically fit and able to work outdoors in all weathers.
- Willingness to undertake training and development as necessary, including First Aid at Work and IOSH Health & Safety certification

Job Requirements

- Basic DBS check
- 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.

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