

Job Description

Service:	Parks and Countryside
Job title:	Visitor Experience Manager
Grade:	G
Hours of work:	37 over a 7-day week
Responsible to:	Commercial Manager
Responsible for	
Direct reports:	Café Team 4 FTE
Indirect reports:	
Budget:	Allocated Budget

Purpose of Post:

Hinchingbrooke Country Park is an amazing 150-acre park in Huntingdonshire with grassland, woodland and lakes and an abundance of incredible wildlife. This role will be responsible for managing our day-to-day operations for our 200,000 visitors on site, whilst developing and enhancing our offer. Ensuring every visitor to site has an enjoyable and high-quality experience.

The post holder will manage the team within the popular café and gift shop on site, take the lead on conferencing delivery, and embed a culture of excellent customer service, high quality presentation, interpretation and access at every touchpoint throughout the visitor journey.

This role will contribute to the sustainable and exciting future for the council's parks and countryside through effective day-to-day interaction with our visitors, staff and volunteers of Hinchingbrooke Country Park, providing a warm welcome and embodying our ICARE values. Enhancing the overall experience for visitors, by providing, and marketing, a selection of 'always on' activities that encourage increased dwell-time and repeat visits.

The post-holder will work with the Commercial Manager and wider team to drive efficiencies, minimise wastage, maximise opportunities and drive best value from our suppliers within our commercial spaces on site.

Part of the exciting future for the council's parks and countryside is to deliver a new, purpose-built, visitor centre, car park and café to help us meet existing demand, enhance our overall offer and continue to grow and diversify our customer base. This role will be pivotal to ensuring the success of the new visitor centre, working with the Commercial Manager, Project Manager and wider team to

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<p>manage the impact of a multi-million pound development, while still meeting high visitor expectations.</p> <p>This operational role will feed directly into the priorities of the corporate plan and Huntingdonshire Futures Place Strategy and will be expected to attain measurable outcomes:</p> <p>Priority1: Improving quality of life for local people.</p> <p>Priority 2: Creating a better Huntingdonshire for future generations.</p> <p>Priority 3: Delivering good quality, high value-for-money services with good control and compliance with statutory obligations.</p>	
<p>Key Deliverables:</p> <p>Do:</p> <p>Line Management of the café and gift shop team, working with the Commercial Manager and Café Team Leaders to enhance the offer, drive efficiencies, economies of scale, negotiate contracts with suppliers and minimise wastage.</p> <p>Oversee delivery and marketing of our conferencing events in the Countryside Centre, including set up of room, delivery of refreshments, ensuring an excellent customer experience, including delivering a successful break -down and turn around for the next customer.</p> <p>Maximise opportunities for visitor engagement and income generation to deliver against key targets and KPIs.</p> <p>Deliver a visitor survey programme to enable HDC to better understand visitors to the park and build an offer based on their needs.</p> <p>Deliver a cohesive refresh on interpretation, signage, maps and advertising materials in relation to the park. Highlighting the unique wildlife, heritage and community spirit the park has to offer, whilst sensitive to creating a truly accessible experience for all. Creating a sense of place for our visitors and invoking a sense of ownership, a place for them to feel proud of and want to take care of for future generations.</p> <p>Take the lead on the development of our 'always- on' activities programme, developing, delivering and marketing seasonal trails and other self-guided activities, aligned to our audiences, service and corporate plan goals.</p> <p>Work effectively with the Events Development Manager, Events Support Officer and Ranger team to ensure cohesion and efficient programming of activities and large-scale events on site, to enhance customer satisfaction, ensure appropriate land use and minimise complaints from external event organisers and regular activity providers.</p> <p>Provide a customer focussed service, which is efficient, effective and responsive to the needs of both internal and external customers.</p> <p>Implementing and maintaining standard operating procedures for all commercial</p>	

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<p>functions on site.</p> <p>Compliance with relevant legislation, regulations and creating a culture where everyone feels welcome. Fostering a safe and legal environment for all staff and visitors.</p> <p>Act as a Duty Manager, this involves First Aid cover, overseeing and ensuring the smooth running of the Visitor Centre Operation, with a focus on park presentation, and being first point of contact for visitors. This will require regular weekend working during peak periods.</p> <p>Developing and managing a team of volunteers to support in delivering an excellent experience day to day, during delivery of always-on activities and during any large-scale events to be delivered on site.</p> <p>Administration and financial management associated with the role.</p> <p>Enable:</p> <p>Recruitment and selection of staff and volunteer team members, associated training, continuous development and performance.</p> <p>Strong relationships to be built with internal team, local community groups, stakeholders and partners.</p> <p>Build strong relationships with the Friends of Hinchingsbrooke Country Park and support them to best achieve their endeavours.</p> <p>Influence:</p> <p>Work with the Commercial Manager, Project Manager and wider team to use your expertise in visitor journey planning and management to effectively minimise disruption for visitors while the new visitor centre is being built.</p> <p>Work with the Commercial Manager and wider team to implement a new offer, sensitive to the needs of existing visitors, taking in to account visitor trends and market benchmarking, to enable us to grow and diversify our audience once the new visitor centre is open to the public.</p>	

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>(E) Educated to degree level or equivalent professional experience</p> <p>(E) Experience or prior knowledge of visitor journey planning</p> <p>(E) Prior experience of managing a successful visitor project or visitor attraction</p> <p>(E) Proficient use of Microsoft packages.</p> <p>(E) Knowledge of food pricing, stock control and wastage limitation.</p> <p>(E) Good knowledge of:</p> <ul style="list-style-type: none"> - Risk Assessments - COSHH - Health & Safety Issues - GDPR and Information Security - Safer Food Better Business - Accessibility issues and solutions <p>(D) Experience of working in the hospitality industry</p> <p>(D) Hold a personal license to sell alcohol</p> <p>(D) Basic Food Hygiene certificate</p>
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>(E) Leading, supporting and motivating volunteers</p> <p>(E) Line Management of staff and leading small/ medium projects</p> <p>(E) Evidence of working well with suppliers, partners and special interest groups to lead to the best visitor focussed and commercial outcomes.</p> <p>(E) Excellent stakeholder management</p> <p>(D) Experience of delivering destination marketing campaigns and an understanding of social media.</p> <p>(D) Experience of analysing and interpreting data in a visitor environment.</p> <p>(D) Experience or prior knowledge of interpretation and/ or signage planning at a visitor attraction.</p>

	(D) Awareness of issues facing local government and the public sector.
Skills and Abilities Specific skills the applicant would need to do the job (E) Essential (D) Desirable	(E) Clear and concise written and spoken communication skills (E) Ability to present written information in a structured and balanced way appropriate to the needs of the reader. (E) Negotiation and persuasion skills, when working with suppliers, partners and other stakeholders. (E) Highly analytical, utilising data to make well-informed decisions. (E) Turning creative ideas into reality. (E) Awareness of financial management processes and understanding of commercial reporting. (E) Ability to support, motivate and train staff and volunteers to develop their potential. (E) An ability to manage conflict between different user groups
Decision Making and Impact on Others What impact the reasons made by the post holder would have on others across the Council	Represent HDC in a positive manner, give advice and provide accurate information to the visiting public on a regular basis. Promote best performance and encourage staff to think and act independently where appropriate. Make decisions and solve problems as a matter of urgency. Plan flexible work programmes that consider the various needs of the users, events, the weather as well as the availability of staff and resources. Take responsibility for the outcomes and impact of decisions and those they delegate. Managing the recruitment process for staff within the team

<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>The post holder will work predominantly with external customers, suppliers, visitors, staff and volunteers offering an exemplary service.</p> <p>Internal customer contact: 30%</p> <p>External customer contact: 70%</p> <p>The Visitor Experience Manager will communicate with a wide range of members of the public, contractors, volunteers, special interest groups, other public bodies and organisations by email, telephone and face to face.</p>
<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Customer centricity, with a 'can-do' attitude whilst maintaining an eye for detail is essential.</p> <p>A self-motivated, enthusiastic person with a positive outlook, decisive and consistent with the ability to adapt to change and competing demands.</p> <p>A good team worker and effective leader demonstrating loyalty and commitment to the organisation and team members.</p> <p>A true 'people person' who builds and maintains relationships by engaging stakeholders to establish credibility, solve problems, build consensus and achieve objectives.</p> <p>A flexible attitude to working hours to meet the demands of the customer.</p> <p>Ability to offer remote support and advice, based on information available.</p>
<p>HDC values</p>	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p>

	<p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>
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Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children