Post: Visitor Experience Manager

What it's like to work at Cromford Mill:

At Cromford Mill, we believe in being a supportive, teamwork driven workplace, where working together creates the best experience for our visitors. We are a large site with a visitor exhibition including the award-winning Arkwright Experience, a business centre, and a busy events and conferencing programme throughout the year.

We operate guided tours of the mill which includes our visitor centre and the Arkwright Experience, telling the story of Sir Richard Arkwright who established the world’s first successful water powered mill here at Cromford in 1771. We have an award-winning educational offer for schools and a very enthusiastic and involved volunteer team, who help deliver the visitor heritage offer. Cromford Mill is a key site in the Derwent Valley Mills UNESCO World Heritage Site; all these activities create a beautiful, unique and vibrant place to work.

What you will achieve with us:

Reporting to the Head of Visitor Engagement, the Visitor Experience Manager is a pivotal role in the smooth running of our front of house operation. Your core objective is to provide the highest quality visitor experience.

You will lead and inspire a diverse team of Visitor Experience Assistants (VEAs) and volunteers who are responsible for maximising visitor enjoyment throughout their time at Cromford Mills, giving an exceptional welcome, maintaining high presentation standards, creating excellent standards of service and engagement and optimising opportunities to generate income through tour ticket sales, membership sales, gift aid completion and donations.

You will be part of a broader team responsible for delivering a site wide outstanding experience to visitors, promoting positive visitor communication across the site, and joined up service provision.

Working Hours: 37.5 hours per week.

Salary: £25,000 per annum.

Working patterns: Cromford Mills is open 7 days a week 364 days a year, your working pattern will be 5 days across these 7 days, and will include regular weekends and bank holidays.

What you'll be doing:

Visitor Welcome

You will be creating a culture of exceptional service within your team by delivering a consistently warm welcome at the key visitor engagement points, including the main entrance, Mill Shop and Visitor Centre to all visitors including group bookings.

You will support your team to proactively provide visitors with information, helping to maximise take up of the tours and audio guides, and create further income generation through membership and donations.

You will encourage your team to communicate to visitors that income from these areas supports the Arkwright Society’s charitable work at Cromford Mills and preserves the UNESCO World Heritage sites for future generations.

Maintain the front of house operation ensuring the site looks well presented, is easy to navigate and clean. You will ensure signage is clear and relevant, and any accessibility aids are well looked after.

Your team will staff the shop, complete sales, cash up and record daily cash analysis.

You will review the visitor experience and front of house operation regularly, implementing improvements based upon audience feedback.

Leadership

You will manage the Visitor Experience Assistants (VEA) team and ensure they are supported and motivated to deliver a high level of customer service.

You will plan weekly and monthly rotas, providing suitable cover to meet seasonal demand, ensuring visitor welcome and retail operations are deliverable and achievable.

You will deliver any necessary training and performance improvement support, to ensure tour tickets, audio tour sales, membership, retail sales, gift aid and donations targets are met.

You will complete performance development reviews, setting clear objectives providing regular feedback to team members to foster shared ambition and success.

You will achieve commercial KPI’s through management, leadership and development of the team, creating achievable and motivational targets, and training the team in active up selling.

You will work with the Head of Visitor Engagement to ensure tour guide rotas and ticket sales are up to date and monitored.

Commercial Objectives & Responsibilities

You will understand and help to deliver the site’s business plan.

Working with the Head of Visitor Engagement & Commercial Director, your team will be responsible for the visual merchandising and presentation of the shop. Ensuring it is clean, easy to navigate and enticing for visitors to want to purchase. You will lead and inspire the team to give exceptional service, upselling where possible and making sure that stock levels are monitored and rotated where needed.

Your team will also be responsible for talking to our visitors about the benefits of membership, donating to our project work, and achieving gift aid KPI’s.

Your team will also promote the many aspects of the site including the ticketed tours which include the Arkwright Experience and the Audio Guides. You will monitor and manage sales, upselling wherever possible and encouraging return visitation to our event days.

You will achieve your commercial goals through strong and motivational leadership and be genuinely passionate about our work and want to show visitors how they can support the charity.

General Duties

Front of House management ensuring health and safety standards and high levels of presentation are upheld.

You will ensure that you and others comply with the Arkwright Society’s processes and procedures to minimise risk to the public, staff and volunteers.

To undertake any other duties as required, including supporting and deputising for the Head of Visitor Engagement as and when required.

**Wider work**

Implement practices that support and complement the Arkwright Society’s environmental aims and charitable objectives in a manner which will reflect well upon Cromford Mills.

Acquire and maintain a good knowledge of Cromford Mills and its wider work.

Contribute as an effective member of the Cromford Mills team, assisting others where necessary in a willing and positive manner.

**Personal Development**

Attend training courses, workshops and meetings and undertake one to one training as and when required to maintain the Arkwright Society’s standard of visitor service.

Keep up to date with best practice in visitor engagement in the tourism and heritage sectors.

Who we're looking for:

**Skills and Personal attributes**

You will need to:

* Be a natural leader with excellent people skills who can motivate and inspire people at all levels.
* Driven in achieving commercial KPI’s and understand the importance of income generation to continue our work, inspiring your team to do so too.
* Demonstrate a passion for connecting people with heritage.
* Demonstrate a commitment to, and respect for, working with diverse audiences.
* Demonstrate problem solving skills, and an ability to work independently and use your own initiative.
* Have a friendly and engaging approach including the ability to work well as part of a team – demonstrating good verbal and written communication skills and an enthusiasm for sharing learning.
* Able to work flexibly and adapt to new situations.
* Have excellent organisational skills, including setting priorities and delegating tasks as appropriate.
* Have an enthusiasm to work at Cromford Mills and engage people with our story and vision.

**Work and previous experience**

You will need to have:

Essential:

* Previous experience in managing or supervising a successful visitor operation ideally in heritage, culture, arts, natural environment, or visitor attraction sector.
* An understanding of systems and procedures necessary to run a commercial visitor operation.
* Supervisory, coaching and training experience of staff and volunteers.
* Experience of working with and coordinating volunteers.
* Experience of delivering high standards of customer service, including managing, and responding to customer needs and feedback.
* Knowledge and experience of managing budgets and resources and delivering targets.
* Experience of basic record keeping and cash handling.
* ICT skills – the ability to use Microsoft Office and online systems.
* Ability to work with minimum supervision and manage own workload.
* Ability to reflect on your personal performance and evaluate the success of the visitor experience.

Desirable:

* An understanding of working in the voluntary / charity sector.
* Knowledge of different access requirements and how to assist visitors.
* Experience of reviewing audience feedback and using it to improve the visitor offer and operation including contributing to the future planning of visitor activities and programming to help people get more out of the experience.
* Knowledge of identifying risks, mitigating these and adhering to health and safety procedures.

The package:

Benefits for working at Cromford Mills:

* Flexible working whenever possible
* Free staff parking
* Staff discount scheme
* Pension scheme
* Training & Development tailored to you.