

Business Development Manager Recruitment Information



Closing date: 17 February 2020

Interview date: 25 February 2020

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Introducing Lakeland Art

We're delighted that you're interested in joining the ambitious team at Lakeland Arts as Business Development Manager.

Lakeland Arts is one of the most remarkable arts and heritage organisations in the North and has an exceptional portfolio of attractions in The Lake District UNESCO World Heritage Site.

You'll be joining us at an exciting time as **Windermere Jetty Museum of Boats, Steam and Stories** turns one in March, following completion of the £20 million major capital development. Designed by Carmody Groarke architects, Windermere Jetty is the most significant new heritage visitor attraction in the north. In addition, our Abbot Hall site in Kendal which houses the Art Gallery and Museum of Lakeland Life & Industry is set to undergo a major redevelopment, closing in February 2020. Lakeland Arts has recruited the award-winning architect practice MUMA to work on the designs.

Windermere Jetty Museum of Boats, Steam and Stories is a world-class museum and tourist attraction, which includes exhibition galleries displaying the exceptional internationally important collection of steam boats and other historic craft, which are all associated with Windermere, and tell the stories of the people who built, owned and used the boats.

Lakeland Arts also operates **Blackwell, The Arts & Crafts House** is a stunning Grade I listed house overlooking Windermere. It is architect MH Baillie Scott's greatest house and provides a perfect setting for historical and contemporary crafts.

Abbot Hall Art Gallery is a Grade I Listed Building in Kendal. The eighteenth-century riverside mansion is a wonderful setting for our ambitious programme of temporary exhibitions and displays showing work of artists of national and international significance. Artists featured in major exhibitions over the past few years include Rembrandt, Canaletto, Barbara Hepworth, Paula Rego, Richard Long, Elisabeth Frink, Grayson Perry, and JMW Turner.

The **Museum of Lakeland Life & Industry** has extensive displays relating to the social and industrial history of the Lake District and is a great place to discover about the people who lived and worked here in the past.

Our mission

To inspire all to explore and enjoy arts, heritage and the outstanding places we care for, by visiting our museums and participating in a wide range of activities.

Lakeland Arts is an Arts Council England National Portfolio Organisation (NPO) as part of the Cumbria Museum Consortium (CMC) with Tullie House Art Gallery and Museum and the Wordsworth Trust.

So, what is it like working for Lakeland Arts?

You can expect to work in some of the most beautiful buildings, venues and locations in Cumbria and you can have a real sense of pride in the job you do, every single day.

Living in South Lakeland

Our venues are surrounded by countryside in an area of outstanding natural beauty. The Lake District National Park, the countryside outside the Park and the coast are full of great walks, stunning views and lots of places to visit. Popular sporting and leisure activities include sailing, hill walking, cycling, climbing and running. There are lots of visitor attractions ranging from cruise boats on the lakes, historic buildings, forest parks and nature reserves to top quality restaurants and boutique shops. It's hardly surprising that this area attracts over 15 million visitors each year. Kendal is a busy market town and boasts the Brewery Arts Centre and plays host to a number of cultural festivals each year. There is easy access by road to Lancaster, Penrith and Carlisle, as well as mainline train connections from Oxenholme station in Kendal to London, Manchester, Edinburgh and Glasgow.

We welcome your application and wish you every success with it.



Rhian Harris
Chief Executive, Lakeland Arts

Job description

Job Title:	Business Development Manager
Salary:	£30,000 - £33,000
Location:	Windermere Jetty Museum of Boats, Steam and Stories and Blackwell, The Arts & Crafts House depending on work requirements
Reporting to:	Chief Operating Officer
Line Management:	Marketing & Digital Coordinator, Marketing & PR Officer, Business Support Officer

Introduction

As our Business Development Manager, you will be focused on driving the sales and earned income performance across our museums and heritage attractions. Focused on increasing visitor numbers, primary and secondary income, and private hire and events income you will have a passion for business analytics and making a financial return to the organisation and will be a natural marketeer.

Responsibilities:

- Lead the development and implementation of the Business Development Strategy to increase visitor numbers, visitor spend, income and commerciality at each of our sites.
- Actively promote private hire and events that are relevant to the nature of our venues and collections.
- Make intelligent analytics-led recommendations to improve the visitor journey and traction to drive transactional conversion.
- Work with the Senior Management Team and Stakeholders to improve performance, standards and products whilst driving efficiency.
- Build solid relationships with stakeholders and ensure all their needs are met.
- Responsible for strategic and operational development of our business direction and providing meaningful leadership in this area.
- Establish strong strategic partnerships and networks locally, regionally, nationally and internationally to build Lakeland Arts profile to develop awareness of its programming and activities, and to enhance groups travel visits.
- In conjunction with the CEO, COO and your team, deliver our Communications Strategy to drive new and existing audiences and enhance the profile and reputation of Lakeland Arts.
- Contribute to the overall success of the organisation, including attracting new audiences and delivering high quality visitor experience.
- Develop and deliver a strong retail and catering product in partnership with the operational team at Windermere and Blackwell, maximising margin to the organisation.
- In conjunction with the Chief Operating Officer and your team, develop and deliver cost effective marketing, PR and communications activity to support all aspects of business development.

- With your team, you will be responsible for relationship management of all audiences, optimising marketing activity and developing intelligent communication across all media and digital platforms to share information with the widest possible audience and raise profile of Lakeland Arts to wider audiences.
- With your team, develop, review and continually improve Lakeland Arts' on and offline marketing, PR and communications with a strong emphasis on digital media, with the purpose of increasing visitor numbers, visits, memberships and building our on-line engaged community.
- Ensure all CRM databases are updated, developed, maintained and compliant with data protection legislation.
- Support the Head of Development in preparing funding applications, negotiations with sponsors and donors and in drawing down and reporting on grants by providing relevant supporting evidence.
- Contribute to Lakeland Arts' strategic and business planning in addition to other strategies and plans

General Accountabilities

- Contribute to Lakeland Arts' strategic and business planning in addition to other strategies and plans.
- Contribute to the overall success of the organisation, including attracting new audiences and delivering high quality visitor experience.
- Support delivery of Lakeland Arts' capital development projects.
- Support development of Lakeland Arts' staff members - carrying out appraisals and identifying training and development needs for staff managed by the post holder.
- Report as required to trustees, Chief Operating Officer, Senior Management Team and other internal and external bodies, e.g. Arts Council England.
- Represent Lakeland Arts as required at stakeholder events, meetings, private views, events etc.

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes of legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

Additional information

The post is full time, 37.5 hours per week working predominantly Monday to Friday with occasional need for evening, weekend or bank holiday working. As a key member of staff, the post holder will be required to attend events, particularly those connected with responsibilities of the post.

The annual leave entitlement for this post is 25 working days (made up of 20 statutory days and 5 contractual days) and 8 Public Bank Holidays.

The post holder will act as a key holder and will have emergency planning responsibilities as designated in the Disaster Plan for each Lakeland Arts site.

Candidates must demonstrate that they can fulfil the requirements of the post.

Health and Safety

The post holder is required to carry out their duties in accordance with Lakeland Arts Health and Safety policies and procedures.

Diversity

The post holder is required to have due regard to equal opportunities at all times, and to work in a fair and reasonable manner towards all people, ensuring service standards are maintained for all cultures.

Lakeland Arts has an auto-enrolment pension scheme and offers a range of benefits including free entry into a range of partner venues in the UK, free entry into Lakeland Arts venues for immediate family, discounts in Lakeland Arts shops and cafes.

Person specification

ESSENTIAL	DESIRABLE
Experience	
<ul style="list-style-type: none"> • Relevant experience business development a visitor attraction / heritage venue (2-3 years) • Experience of analysing and acting on business management information through CRM and EPOS and FMS and recommending changes • Experience of leading, managing and developing a team • Experience of developing and delivering organisational strategies and business plans • Experience of financial management, control planning and operational budgeting with a proven track record of developing income from trading activity • Proven track record of achieving objectives • An understanding of the business of retail and catering functions 	<ul style="list-style-type: none"> • Experience of working in a multi-venue cultural organisation • Experience of working in charitable sector • Experience of project management • Relevant communication background with a thorough understanding of how to manage consumer-facing social media campaigns
Knowledge	
<ul style="list-style-type: none"> • A strong knowledge of how digital/social media fits into the communications mix • Understanding of customer and stakeholder requirements and managing market dynamics • Active interest in Arts, Galleries and Museums 	<ul style="list-style-type: none"> • Knowledge of fundraising for operation and core funding
Skills	
<ul style="list-style-type: none"> • Ability to evaluate and review business effectiveness and implement actions to address • Strong IT skills • Exceptional communication and negotiating skills • Demonstrate good business judgement • Excellent organisational skills • Ability to implement changes • Ability to influence and engage stakeholders at different levels • Ability to develop and cultivate excellent working relationships • Ability to manage own workload, completing tasks to deadline 	<ul style="list-style-type: none"> • Excellent presentation skills
Qualities	
<ul style="list-style-type: none"> • Excellent people influencer with an ability to build good relationships and work in a supportive manner alongside colleagues and stakeholders • Enjoy driving change • Proven ability to manage own professional development and willingness to learn 	

<ul style="list-style-type: none"> • Commitment to Equal Opportunities, Cultural Diversity and exceptional customer service • Self-motivated, with ability and willingness to work as part of a team 	
Qualifications	
<ul style="list-style-type: none"> • Business Management / Finance degree or equivalent 	<ul style="list-style-type: none"> • Educated to post-graduate level in a relevant qualification

How to apply and the selection process

You must complete an application form available to download from the Lakeland Arts website www.lakelandarts.org.uk/jobs in Word and PDF formats. You may attach a covering letter but please don't send pictures or photographs. Sorry, but we don't accept CVs.

In completing your application, you must tell us how you meet the essential qualification, experience, skills and qualities outlined in the Person Specification. We'll assess how you meet them through the application form and interview. We'll let you know if we plan to include a presentation or a skills test if you are invited for interview.

Deadline for receipt of applications

This vacancy closes at 9.00am on Monday 17 February 2020. Unfortunately, any forms received after this time won't be accepted. Your completed application form should be returned by one of the following methods:

By email: Please email jobs@lakelandarts.org.uk

Please note that our email servers will not accept emails larger than 10MB.

By post: Human Resources, Lakeland Arts, Blackwell, The Arts & Crafts House, Bowness-on-Windermere LA23 3JT

Acknowledgement of receipt

All email applications will be acknowledged upon receipt.

Interviews

Interviews will be held on Tuesday 25 February 2020.