

Visitor Experience Manager Recruitment Information



Closing date: 17 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 Visitor Experience Manager.

Lakeland Arts is one of the most remarkable arts and heritage organisations in the North and has an exceptional portfolio of attractions in an area of outstanding natural beauty. 2018 was the first full year of inscription of The Lake District as a 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:	Visitor Experience Manager
Salary:	£20,000 - £22,000
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:	Visitor Experience Front of House Team, including Reception, Tea Room, Estates and volunteers

**** You will have a lead nominated site, and as part of the Visitor Experience Management team will work at our alternative site on a regular basis***

Purpose and key objectives

As Visitor Experience Manager you will inspire staff and volunteers in establishing high quality standards in visitor experience, audience engagement, operational management and commerciality.

You will work with the other Visitor Experience Managers in leading a team of staff and volunteers, having day to day duty management responsibility for the operation of the site. This will include visitor experience, catering, retail and estate-wide operations and events.

Key responsibilities

- Through your attention to detail and presence across site, you will deliver an outstanding visitor experience throughout the whole visitor journey by ensuring the wider team gives a warm welcome to all visitors by meeting and greeting, providing an efficient ticketing service, delivering a great retail experience, coordinating group visits on site, responding to visitor queries and feedback appropriately and ensuring visitor information is current and in good order.
- Continually look for ways to enhance the visitor experience and increase visit opportunities focused on intended audiences (please see audience development plans) e.g. Families. Work with colleagues in Participation and Learning, Business Development & Marketing, and Development teams to develop and deliver an offer in keeping with audience needs.
- Ensure a high level of housekeeping, security, public safety, hygiene and maintenance is achieved through responding to issues immediately, undertaking regular checks on a regular basis and complying with relevant legislation and Lakeland Arts' policies.
- Work with the Visitor Experience Management team on site to ensure the operation is cost effective by controlling expenditure, managing stock carefully, handling cash appropriately, monitoring car park ticketing (Windermere Jetty) and providing appropriate management reports demonstrating effective and efficient management of the site including visitor numbers and sales figures.
- Ensure sufficient visitor focused staff are in place at all times through effective recruitment, staff development, rota development, holiday and sickness management and provide an accurate summary of the timesheets to payroll.

- Work with and analyse sales through our EPOS system, working with the Business Development Manager and their team to maximise sales income across all activities.
- Work with the Business Development team, to lead on the delivery of special events, such as private hire, ticketed events, exhibition openings, lectures and concerts, photographic and filming shoots ensuring all required resources are available and they are run in an inclusive and welcoming manner.
- Work with the Participation & Learning and Curatorial teams to make arrangements for activities that take place in and outside the venue.
- Support audience understanding and research that will inform future strategic and business plans by assisting to organise surveys and gathering visitor feedback.
- As one of the team of Visitor Experience Managers you will have a specific responsibility of leading either our Retail or Events activity, working with our retail team in purchasing and merchandising goods related to exhibitions and activities, or developing our Events Programme.
- Contribute to Lakeland Arts stakeholder events and other activities to promote Lakeland Arts and involve local communities, visitors and key stakeholders in the organisation and its activities.
- Across our sites, integrate volunteers into the visitor experience team, manage and develop their involvement as invigilators, tour guides, visitor welcome etc. including ensuring sufficient numbers of volunteers are available to help.

General Accountabilities

- Contribute to Lakeland Art's 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 development of Lakeland Arts' staff members - carrying out regular reviews, 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.
- Represent Lakeland Arts as required at stakeholder events, meetings, private views, events etc.
- Contribute effectively to regular Site Management Team meetings.

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 could either be full time (37.5 hours per week), or part time (approximately 22.5 hours per week) working on a shared rota of weekend working and public holidays with the expectation of sharing these equally.

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

As a key member of staff, the post holder will be required to attend events, particularly those connected with responsibilities of the post.

The post holder will act as a key holder, will be part of the call-out rota and have emergency planning responsibilities as designated in the Disaster Plan for each Lakeland Art's site.

Lakeland Arts has a 7-day operation, the post holder would be required to ensure this site and others is running smoothly at all times and all shifts are covered.

Health and Safety

The post holder is required to carry out the 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.

Person specification

ESSENTIAL	DESIRABLE
Experience	
<ul style="list-style-type: none"> ▪ A minimum of 2 years' management experience. ▪ Considerable level of experience of working in a visitor attraction in a similar role. ▪ Experience of managing day to day site-based operations particularly in a retail and food and beverage operation. ▪ Experience of delivering a Business Plan ▪ An innovative and entrepreneurial approach to generating new income sources. ▪ Proven track record of managing budgets and margins to maximize sales, income and control costs. ▪ Experience of recruiting staff, including seasonal staff. ▪ Experience of delivering exceptional levels of customer service ▪ Experience of supervising and working with volunteers. ▪ Significant experience of managing operational risks, including how to assess and manage risk effectively. 	<ul style="list-style-type: none"> ▪ Experience of managing a diverse team including paid staff and volunteers. ▪ Experience of preparing reports for senior managers and Trustees. ▪ Experience of working in the heritage or culture sector. ▪ Experience of working with collections and curatorial and / or learning teams.
Knowledge	
<ul style="list-style-type: none"> ▪ Knowledge of all Health and Safety compliance, fire, security and emergency procedures. ▪ Understanding EPOS systems for use in ticketing, retail and catering. ▪ Knowledge of gift aid legislation in relation to charities. ▪ Advance IT skills (Microsoft Office). ▪ Active interest in arts and heritage. ▪ Proven knowledge of principles of optimising visitor enjoyment. ▪ 	<ul style="list-style-type: none"> ▪ Knowledge of basic HR practices including performance management and sickness absence. ▪ Ability to programme and operate EPOS till systems. ▪ Experience of using a CRM system.
Skills	
<ul style="list-style-type: none"> ▪ Able to manage and motivate staff and lead by example developing good working relationships with colleagues. ▪ Demonstrate a consistently high standard of customer service with an eye for detail and a strong ability to be proactive in all tasks. ▪ Able to take responsibility and make decisions as required. ▪ 	<ul style="list-style-type: none"> ▪ Excellent written and verbal communication skills including public presentation, facilitation and training experience.
Qualities	

<ul style="list-style-type: none"> ▪ Has a positive attitude and can-do approach. ▪ Organised, disciplined and self-motivated. ▪ Energetic and driven. ▪ Ability to manage busy periods of activity in a calm manner. ▪ Ability to manage own personal and professional development and a willingness to learn. ▪ Commitment to Equal Opportunities, Cultural Diversity and exceptional and inclusive customer service. 	<ul style="list-style-type: none"> ▪ A passion for the visual arts, and love of social history.
Qualifications	
	<ul style="list-style-type: none"> ▪ Personal License Holder (for the sale of alcohol) ▪ First Aid at Work ▪ Degree or equivalent in a relevant discipline e.g. tourism, visitor attractions, hospitality, heritage management or business management.

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 during February or March 2020.