

## **Visitor Engagement Manager**

### **Job Description**

#### **Primary responsibility**

You will work to engage our visitors, making the visitor journey from pre-booking through to visit and beyond a positive and memorable experience for all.

You will use your creativity to engage visitors through activities and events during our open season; use your communication skills to ensure visitor enquiries and feedback are dealt with in a timely and considerate manner; support all relevant marketing strategies amongst other relevant duties that make the role so unique.

#### **Key Responsibilities:**

- Plan, schedule and manage a programme of “value-added” activities and events to encourage admissions and engagement from a variety of visitor profiles throughout the season, enhancing the day visitor experience for all.
- Work with the Head of Visitor Experience to ensure both permanent and temporary exhibitions are presented well, are engaging for all visitors and help develop future initiatives to further enhance the visitor offer.
- Support the Marketing Manager in creating and editing supporting material for all platforms including print, social media and website content.
- Source and liaise with external suppliers where necessary and prepare event schedules with due consideration of logistics and H&S (including ensuring insurances; risk assessments etc).
- Be a primary contact for visitors and customers, handling enquiries and feedback via telephone, email and all social platforms, explaining and promoting the visitor experience and regularly sharing feedback with relevant departments.
- Perform any other tasks commensurate with the role and undertake any other duties and assist other areas of the Sudeley Castle operation as directed.
- Ensure that the management of H&S is carried out as required in the areas of responsibility, by ensuring safe working practices are adhered to.

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### **Personal Specification**

#### **Aptitude**

The candidate will need to be able to prioritise workload; be adaptable; flexible; creative; visitor focused; and be able to contribute positively to the wider team at Sudeley.

#### **Education**

- Minimum of 5 GCSE's or equivalent
- Other relevant qualifications or certificates (training; awards etc) to support the application would be desirable.

#### **Experience**

- Working in a heritage/visitor attraction, preferably in a visitor services role.
- Event management - from planning through to on-the-day management and operations.
- Budget management - costing and monitoring spend.
- Administration - using MS Office and telephone systems.
- Project management - working to achieve targets and goals.
- Marketing – using social media platforms and knowledge of CMS is also desirable.

#### **Skills**

- Excellent interpersonal skills, with the ability to motivate and inspire others.
- First rate customer engagement skills.
- Excellent written and verbal communication skills.
- Strong creative flair and a good eye for detail.
- Good organisation and time management skills.
- Self-starter – able to quickly and confidently establish credibility.
- Good budgetary control.

#### **Other**

- Good understanding and awareness of Health & Safety requirements.
- Vehicle access is recommended due to our location.
- A current DBS and first aid certification are desirable but not essential.