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|  | **HIGH LIFE HIGHLAND**  **JOB DESCRIPTION** |

**JOB TITLE**: Visitor Services Manager

**SALARY**: £42,879 - £46,410

**LOCATION:** Inverness Castle

**HOMEWORKING:** This post is not suitable for a homeworking request to be made.

**RESPONSIBLE TO:** Head of Inverness Castle Experience

**JOB PURPOSE:** The Visitor Services Manager will assist in the management of the visitor experience, across the castle and gardens, with a focus on ensuring the delivery of exceptional service in a safe and secure environment.

The postholder will have a pro-active approach and be ready to step into a front of house role at any moment, whilst maintaining the ability to stand back and observe opportunities for improvement. Responsible for setting, monitoring, and achieving targets the postholder will also operate tight budget controls and put the quality of standards at the heart of every area of operation.

**KEY DUTIES AND RESPONSIBILITIES INCLUDE:**

1. To recruit, select and train front-line visitor experience supervisors and visitor hosts.
2. To provide direct line management of all visitor experience staff including rotas.
3. To be responsible for the implementation and delivery of health and safety processes and procedures across the site, including first aid provision.
4. To ensure that all areas of the visitor experience are presented to and working as per the agreed requirements. These include but are not limited to;
   1. Audio Guides
   2. AV Systems
   3. Displays and object presentations
   4. Lighting
   5. Emergency Systems
   6. Lifts
   7. Toilet facilities
   8. Grounds and Gardens
5. To assist with site security matters, including being part of the on-call rota for alarm activations.
6. To manage quality standards in the castle and gardens, including site cleanliness, signage, health and safety, and first aid provision.
7. To produce scripts for each visitor host location to ensure that the guest experience is maximised and interpretation remains accurate and on brand
8. To manage the production of a series of enhanced bespoke tours offering upsell opportunities to individuals and groups alike.
9. To be responsible for quality of standards across the visitor experience including liaising for assessments with ASVA and Green Tourism.
10. To be responsible for the day-to-day management of the visitor experience.
11. To assist in the management of events across the site in all areas.
12. To undertake the management of and problem solving of the onsite systems (EPOS and ticketing).
13. To be responsible for the management of agreed budgets and targets for income.
14. To ensure effective record keeping and analysis of data.
15. To liaise with the Food and Beverage and Retail teams over all matters of standards and service.
16. To respond and deal with complaints in line with the written complaints policy in an efficient and timely manner.
17. To ensure that sustainability is a theme driven through all of the ICE operations.
18. To deputise for the Head of Inverness Castle Experience in his/her absence.

**Other Duties:**

You may be required to perform duties, appropriate to the post, other than thosegiven in the job description. The particular duties and responsibilities attached to posts may also be varied without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and would not themselves justify reconsideration of the grading. As a result of such variations it will be necessary to update this job specification from time to time.

**Date:** October 2024

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|  | **HIGH LIFE HIGHLAND**  **PERSON SPECIFICATION** |

**JOB TITLE:** Visitor Services Manager, Inverness Castle Experience

**LOCATION:** Inverness Castle

**ATTRIBUTES:**

In order to be able to carry out the duties of this post effectively and safely, candidates will be able to provide evidence of the following.

1. **EXPERIENCE**

* Minimum of three years senior management experience of managing visitor experiences in a high-volume environment. Essential
* Experience of working within a visitor experience, cultural or hospitality venue business. Desirable
* Demonstrable experience of developing and improving a multi-operation visitor experience business and delivering sustainable profitable growth. Desirable
* Proven track record of working at pace, responding to sales performance, handling multiple priorities and consistently delivering against challenging budgets. Essential
* Practical experience, in a central role, in the management of EPOS within an operationally diverse visitor experience environment. Essential

1. **EDUCATION AND QUALIFICATIONS**

* Degree level qualification or equivalent in a relevant discipline. Desirable
* Competent user of Microsoft Office products. Desirable
* Relevant SNVQ/NVQ in Hospitality management. Desirable
* Relevant Health and Safety Management Qualification. Desirable
* First Aid at Work. Desirable
* Train the trainer. Desirable

1. **SKILLS/ATTRIBUTES GENERAL**

* The ability to analyse financial information and to manage budgets effectively. Essential
* Strong influencing, negotiating and advocacy skills, with the ability to think analytically, independently and strategically. Essential
* Creative thinker with senior management visitor experience business development experience, able to drive change and innovation, spot opportunities and exploit them. Essential

1. **SKILLS/ABILITIES SPECIFIC TO THE POST**

* Strong communications skills to support relationship management with a range of partners and stakeholders. Essential
* Strong leadership qualities to develop and motivate a large team of staff. Essential
* Ability to work as part of the Inverness Castle Experience leadership team. Essential
* Expert knowledge of the visitor experience market with a demonstrable passion for presenting experiences with a local connection. Essential
* Excellent knowledge of health and safety. Essential

1. **INTERPERSONAL AND SOCIAL SKILLS**

* The commitment to deliver on High Life Highland’s i-Care people values: integrity, community, accountability, respect and example. Essential
* The ability to generate enthusiasm and commitment to strategies, vision and values. Essential
* The ability to manage and develop successful guest and supplier interaction and to improve and innovate operational processes to best meet visitor needs. Essential

*High Life Highland (HLH) is committed to the protection and safeguarding of vulnerable groups, including children and protected adults and believes that they should never experience any kind of abuse. It has a responsibility to promote the welfare of those in vulnerable groups and to keep them safe and to practice in a way that protects them. HLH expects all those with whom the Charity engages to share this position. Where applicable, new positions will be subject to the appropriate level of Disclosure Scotland checking; identity checks (address, date of birth), employment/experience history, two references (one of which must be most recent employer, where appropriate), qualifications, Right to Work in the UK (where applicable). The above will apply to anyone working on behalf of HLH (paid or unpaid) including all board directors, staff, workers, volunteers, agency staff and students.*