**Visitor Experience Manager**

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| Job Title: | Visitor Experience Manager |
| Position: | Permanent contract |
| Hours: | Full time 35 hours per week (including regular evenings and weekends) |
| Salary: | £28,000p.a. |
| Holidays: | 33 days (including 8 Public Holidays) |
| Responsible to: | Deputy Director (Visitor Experience) |
| Responsible for: | Assistant Visitor Experience Manager, Visitor Experience & Retail Assistants, Facilities & Maintenance Technician, Volunteers. |
| Location based at: | Chelsea Physic Garden, 66 Royal Hospital Road, London, SW3 4HS. |

**About Chelsea Physic Garden**

Chelsea Physic Garden (CPG) is an independent charity set up in 1983 to promote and preserve the four-acre garden of the same name. The charity’s mission is to demonstrate the medicinal, economic, cultural and environmental importance of plants to the survival and wellbeing of humankind. We are open to visitors six-days a week, eleven months of the year, and have steadily seen our visitor numbers rise to 70,000 per annum. As a vital green space for local people, we have remained open to visitors throughout the Pandemic (only closing from March – June 2020).

There has been a teaching Garden on our site since 1673, and today we hope that all of our visitors leave having learnt something new. We are in a period of large-scale project development, as we move toward a celebration of our 350th anniversary in 2023. The first phase of the project is our Glasshouse Restoration Project, supported by the National Lottery Heritage Fund. This position will be key to delivering our organisational business plan including the Audience Development programme to reach new audiences and better support existing audiences.

**About the Role**

CPG is seeking to appoint a Visitor Experience Manager (VEM) to ensure that an excellent experience is delivered to all our visitors on a day to day basis across all touchpoints, onsite and digitally. The VEM will take an active role in the development of the Visitor Experience team in line with our business plan.

The VEM leads the small but high performing Visitor Experience Team, currently four individuals. The VEM runs the weekly Operations Meeting, and is a key member of both the Management Team and the Fire, Health & Safety and Sustainability Committee.

With a responsibility for ticketing and admissions, the VEM is tasked with maximising revenue from admissions and to set and monitor rigorous income generation targets for the team including membership conversion, gift aid conversion, ticket sales, group bookings (totalling £285,000 in 2018). The VEM also manages our relationship with our online ticketing partner SEE Tickets.

The VEM joins CPG at an exciting time, as we begin to deliver our Audience Development Plan with its objective to remove physical and intellectual barriers to visiting the Garden. By launching visitor feedback monitoring and evaluation systems, the VEM will be better prepared to understand CPG’s performance in relation to visitor satisfaction and identify further development opportunities.

The VEM is an integral part of the team at CPG and responsible for helping to bring to life key events in the CPG Calendar such as ‘Late Openings’, the ‘Chelsea History Festival’, ‘The Houseplant Market’ and our ‘Christmas Fair’.

**Key areas of responsibility**

1. **Visitor Experience**

We aspire to provide a consistent high quality visitor experience across all touchpoints. To deliver this, the VEM will work with colleagues to develop a Visitor Experience Framework containing a staff training programme. This will include:

* Developing a Visitor Experience Framework;
* Mapping the CPG Visitor Journey and identifying the Visitor Outcomes, and processes to ensure that these are delivered as part of a Visitor Experience Strategy;
* Overall management of Visitor Figure target (footfall), admissions income target (setting and achieving), group bookings, and reporting on departmental KPI’s;
* Support the VE team to track and respond to visitor enquiries and comments and ensure they are responded to and acted on in a timely manner (phone, digitally and in person);
* Establish pre and post visit emails to encourage visitor feedback and promote Friends Membership conversion;
* Work with the Commercial Director and Retail Buyer/Merchandiser, to ensure the shop is presented to a high standard, and that sales targets are being met;
* The VEM will manage the relationship with CPG’s online ticketing partner to ensure CPG is included in promotions, to maximise the online platform;
* Creating Visitor Experience Training for staff and volunteers;
* Deliver the Audience Development Plan with the Deputy Director (Visitor Experience);
* Implement visitor satisfaction surveys;
* Responsible for managing the Duty Manager & Site Manager roster.

1. **Ensuring the safety and security of the CPG Site**

As a key member of the ‘Fire, Health & Safety and Sustainability Committee’, the VEM will work with the committee to ensure that the health and safety of visitors, staff, volunteers and contractors are met at all times, and that records are kept up to date.

* The VEM will ensure that any dangerous or urgent matters are escalated and take such action to stop dangerous or potentially dangerous actions for the wellbeing of all;
* Support the compilation and maintenance of systems and produce and keep such records relating to fire, security and COSHH regimes as are required or appropriate;
* The VEM will train staff and volunteers in Security, Fire Evacuations and H&S as part of their induction process, and an annual refresher training, including x2 Fire Evacuations a year;
* Support the delivery of the annual maintenance programme including fixed wire testing, PAT testing and emergency lighting testing to ensure CPG is compliant as a site;
* Manage the Duty Manager roster to ensure that there is always a Duty Manager onsite during hours of operation. The VEM will also train Duty Managers, ensure they are updated of any operational changes and fluent in CPG’s policies and procedures, e.g. Safeguarding.

1. **Ticketing, Admissions & Group Bookings Programme**

The income generated from ticketing, admissions and group bookings are essential to CPG. The VEM is responsible for the proactive management of these three areas with the support of their team and the Deputy Director (Visitor Experience).

* Setting annual visitor footfall and income targets, including gift aid conversion to ensure the department are working towards rigorous KPI’s;
* Oversee the revitalisation of the Group Bookings Programme to deliver a minimum of £35,000 annually by 2025 (to pre-pandemic levels), and launch multisite tours with other local attractions;
* To report on departmental performances against KPI’s;
* To work with the Membership Manager to set Membership conversion targets for staff;
* To map ticketing onsite and online for the year (e.g. with the correct opening times, etc) for day tickets and public programme events;
* To present admissions information to the Operational Management Team and prepare reports for Trustees on admissions.

1. **Facilities Management:**

With staffing support the VEM oversees facilities and maintenance across CPG.

* The VEM will plan strategic improvements to the site to make CPG infrastructure capable of 100,000 visits a year by 2026 (including 80,000 day visits, 10,000 learners, and 10,000 venue hire guests), through identifying what this translates to onsite through the annual cycle of visits each year;
* Work with contractors toimplement a robust cycle of planned maintenance and ensure ad hoc maintenance and repair request are investigated and handled promptly. Prepare and maintain an annual and 5-yearly schedule of planned maintenance, repairs and decorations, and as part of the annual budgeting process propose budgets to facilitate these works;
* Ensure that there is an adequate and up to date list of contractors and suppliers and those suppliers understand the conditions and constraints of working at Chelsea Physic Garden;
* Manage the overall service provision and support for the Garden’s information technology and phone requirements working closely with external contractors and service providers to ensure that the Garden’s IT and telephone requirements maintained and highlighting any issues escalating when necessary.

1. **Line Management:**

The VEM leads the Visitor Experience team, and reports to the Deputy Director (Visitor Experience). The Visitor Experience team staffing resource is currently under review and will be confirmed at the first-round interview. There are line management responsibilities within this role which currently equate to 4 staff members. If you would like to discuss this further please email Frances Sampayo, the Deputy Director (Visitor Experience), on [fsampayo@chelseaphysicgarden.co.uk](mailto:fsampayo@chelseaphysicgarden.co.uk).

* Develop training programmes to invest in the skills of the Visitor Experience Team;
* Have regular one-to-one catch ups with the team, annual appraisals, and regularly spend time on the shop floor to help support the team and identify training needs.

1. **Volunteer Lead:**

The VEM is one of a number of CPG Volunteer Leads, working closely with the Head of Volunteers (voluntary) and the Volunteer Development Manager to ensure that the voluntary guides and stewards are supported in their roles to deliver an enriching experience to visitors.

* Ensure that administrative processes associated with volunteering are carried out in a timely manner;
* Ensure that we maintain effective records for all volunteers within the department compliant with GDPR;
* Work with colleagues to propose training and development for volunteers and assist with its implementation;
* Support the Volunteer Development Manager and Head of Volunteers to centralise volunteer communications across all areas of the volunteer body;
* Support the Volunteer Development Manager to deliver the Volunteer Development Plan.

**Person Specification**

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| **Skills and Experience** | **Essential (E)/ Desirable (D)** |
| Experience of line managing and empowering staff across a range of roles to deliver high quality visitor service and targets. | E |
| Demonstrable customer service skills and a desire to exceed customer expectations | E |
| Demonstratable experience in a relevant sector, and a comparable role | E |
| Knowledge of managing ticketing systems and admissions teams | E |
| Experience of managing facilities, maintenance and contracts (such as cleaning contract) | D |
| NEBOSH or IOSH qualification at management level | D |
| Ability to balance complex stakeholder interests in a constrained site, and to work as part of a small team | E |
| Experience of supervising volunteers | D |
| Understands the distinct legal difference between charity and commercial enterprises | D |
| Knowledge of IT networks, hardware, software, till systems, etc. | D |
| Ability to motivate and inspire peers and volunteers | E |
| Experience of monitoring and evaluating projects | D |
| Knowledge of current trends, resources and information relating to the voluntary sector | D |
| Self motivated and proactive | E |
| First Aid Qualification | D |
| A working knowledge of, and training in Safeguarding | D |
| Excellent communications skills (written and verbal) | E |
| Knowledge of working in value-led organisations such as charities, or the cultural sector | E |
| An interest in Gardens or Garden history and a willingness to understand basic botany and the role of a modern Physic Garden | D |
| An interest in working sustainably in a time of climate emergency | E |

**Additional Information:**

Chelsea Physic Garden is committed to being an equal opportunities employer.

Our organisational values are:

* Inclusion
* Sustainability
* Openness & Transparency
* Respect & Care
* Discovery & Enrichment

**Terms and Conditions:**

This is a permanent full-time post. The post holder will be required to work an average of 5 days per week but the nature of the role means that flexibility over the days and hours worked is required to meet the needs of the business. There is a requirement to work regular Sundays and bank holidays as part of a roster, for which time off in lieu will be provided.

Salary: Competitive, commensurate with experience. £28,000

The Garden operates a salary exchange pension scheme with Royal London. The equivalent contribution rates are 5% employer and 3% employee at the end of the probationary period.

33 days holiday including statutory holidays

The role is based at Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS.

**Returning your application:**

Please complete the job application form and equal opportunities form and email them to [jobs@chelseaphysicgarden.co.uk](mailto:jobs@chelseaphysicgarden.co.uk)

**Dates:**

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| Closing date for applications: | Sunday 18 July 2021 |
| 1st Interview: | Wednesday 28 or Thursday 29 July 2021 |
| 2nd Interview: | Tuesday 3 August 2021 |