

JOB DESCRIPTION

JOB TITLE: **Visitor Centre & Business Development Manager**

TEAM OR DEPARTMENT: **Infrastructure Team**

RESPONSIBLE TO: **CEO & Director of Development**

JOB PURPOSE: **To optimise and develop Trust Visitor Facilities and associated resources with the purpose of creating a sustainable, high quality provision offering excellent customer care visitors, enabling the vision, conservation management and protection of these sites through the development of associated revenue opportunities.**

CONTEXT:

The Greensand Trust is an independent environmental charity that works with local communities and landowners to conserve and enhance the distinctive landscape, wildlife and history of the Greensand Ridge and wider area, improving access, understanding and enjoyment for the benefit of everyone.

The Trust achieves its objectives by engaging people and creating partnerships which enable the conservation, access and enhancement of our area for the benefit of all its communities both people and wildlife. Over recent years the Trust has through partnership working developed a range of visitor facilities to enhance access and enable revenue generation to support these aims.

The Trust seeks someone with significant experience in visitor facilities management/ revenue generation to join our family of 20 staff and over 100 volunteers to drive forward our ambition to provide sustainable countryside management for the enhancement and benefit of its communities. You must have either experience in or a keen interest in conservation/ countryside site management.

This role will seek to develop and optimise high quality visitor services such as refreshment, retail and other site activities Championing the highest standards of presentation, interpretation and customer care at Trust centres, whilst ensuring minimal environmental impact. You will work closely and in partnership with the Trust's Ranger Service and Ecology, Educational and Community Development teams and other Partners to ensure an integrated development of high quality provision in line with the objectives of the Trust.

Key to your role in developing quality visitor services will be:

- To manage and optimise the development and revenue potential of Rushmere Country Park some 400 acres of Woodlands, meadows, heathland. This fantastic site owned by the Trust and Central Bedfordshire Council, includes the established 80 acres of Stockgrove Country Park which has been managed by the Trust for over 10 years. Following the joint purchase of the adjoining site of Rushmere the Trust have taken responsibility for the Operational Management of the entire site for the next 50 years, with the aim of creating a self-sustaining and widely recognised greenspace site that serves as a Gateway to the Greensand Ridge, Leighton Linlade Green Wheel, and the Ouzel Valley; which will preserve and enhance the natural environment and benefits the surrounding area as a hub site within the wider network of green infrastructure. The strategic plan for the site includes relocating the main visitor hub from Stockgrove to Rushmere with a new central location with outstanding views across Rushmere lake and Heronry. The site provides a unique opportunity to engage people with their environment, recognising the wonderful countryside in our area and the need for its conservation.
- To manage and optimise the commercial development of our Working Woodland Centre WWC and Working Woodland Enterprise units. Both are located at Maulden Wood, geographical centre of

the Bedfordshire Greensand Ridge and on the main arterial route A6, just north of villages of Maulden and Clophill, just 25mins drive time from our Rushmere Centre. The purpose of the WWC is to create an enterprise hub for the sustainable management and use of Bedfordshire's under-managed and under-utilised woodlands. Supporting the development of skilled woodland workers and local community involvement to bring these important cultural assets back in to positive local management. It will seek to stimulate the rural economy associated with woodlands and wood products, creating and sustaining local jobs, enhancing biodiversity and be seen as an exemplar in positive woodland management and carbon reduction. It will provide opportunities for local communities to access and understand their woodlands and benefit from the local products and crafts that they have to offer. The WWC will initially provide a Training and Education Centre and facilities for existing visitors of Maulden Wood. Later phases of the development will provide a main visitor facility including café and interpretation.

- Beyond the two main centres identified above, there are also wider opportunities to develop the Trusts aims

The work of the Trust spans the development of green infrastructure strategy through to the implementation of major elements of delivery and support for local initiatives. By combining the opportunities offered by elements of land in different ownership, major improvements can be achieved in the greenspace available to both wildlife and people.

This role provides a unique opportunity for someone to join our team and use their skills and entrepreneurial flair to develop opportunities that achieve the Trust's strategic aims and also maximise the income generation possibilities of the leisure enterprises on the land being managed in a sustainable manner.

Whilst salaries may not be comparable with commercial sector equivalents, you will have a real opportunity to make a difference to the environment and, as a member of a smaller independent non-profit making organisation, have scope to deploy your knowledge and skills, developing services and new initiatives in line with our objectives, for the benefit of the environment and its communities, rather than commercial profit making.

KEY DUTIES AND AREAS OF RESPONSIBILITY:

Visitor Experience

- Working closely with other GST teams be responsible for delivering an excellent visitor experience across Trust Centres and provide the expertise and leadership on visitor related services and revenue development.
- In conjunction with the Trust's Management Team ensure the achievement of a high visitor enjoyment rating in annual visitor surveys by ensuring the visit engages, excites and inspires visitors.
- Ensure that Visitor Engagement Cover is provided for the Visitor Centre during opening hours, working closely with the Ranger Service to ensure duty cover is provided for Emergencies.
- Ensure visitor complaints, enquiries or comments are dealt with appropriately and that problems are identified to deliver a consistently high visitor experience
- Work closely with Trust Staff and Volunteers, promoting high levels of customer service and providing relevant training and development to enable staff and volunteers to develop effective engagement skills.
- Working closely with Senior Community Development Officer, ensuring all signage, and interpretation (fixed and face to face) is informative, engaging and supports the values of the Greensand Trust and Partners.

- Use customer profiling, research and evaluation techniques to ensure that all facilities, services on site are appropriate and relevant to the needs of visitors.
- Understand the visitor attraction marketplace and how the Centres fit within it.
- In collaboration with other Heads of Department, maximise accessibility and ensure all areas open to the public are safe and well presented of the properties for all visitors, consulting with relevant stakeholder groups.

Financial Performance and Revenue Development

- Manage functional operating, project & capital improvement budgets and contribute to the financial planning process. Ensure effective use of resources and delivery of agreed key performance indicators.
- Be accountable for the delivery of all relevant operational budgets relating to the Visitor Experience at our centres, such as car parking, permits, retail, donations and Gift Aid and report on these to relevant management groups.
- Working with the Senior Management Team, to develop and implement activities which will help deliver growth in visitor numbers, retail and catering contributions and maximise other activity revenues, in order to deliver targets set out in the Business Plan.
- Develop monitor and support retail and catering services to ensure the offer is both appropriate and in line with both Trust and Visitor expectations of high quality and sustainable facilities.
- Ensure Trust policies in relation to best practise financial management are adhered to.
- Seek to maximise revenues from Events and other Activities, with a particular emphasis on developing sponsorship opportunities, licence and contract management and controlling costs.
- Provide contract management and oversee work of contractors and other partners in relation to Trust Centres
- Help develop, co-ordinate and promote fundraising initiatives.
- Project Manage as required, delivering to agreed cost, quality and time targets.

Staff and Volunteer Management

- Lead, motivate and develop a multi-functional team of staff and volunteers, promoting team working and effective communication, to achieve defined objectives.
- Be accountable for their own and their staff's development through the PDR process, seeking opportunities to develop new skills. Ensure all performance objectives are met, encouraging staff to develop within and, where appropriate, beyond their posts.

Compliance & Protection

- Ensure that you and GST staff and volunteers comply with statutory and Trust Health & Safety, Fire and Security procedures to minimise risk to the public, staff, volunteers and contractors employed by the Trust.
- This will include conducting regular workplace and fire inspections, undertaking site hazard surveys and producing risk assessments for Centres and Centre related activities
- Ensure that effective emergency plans are in place for Visitor Centres and are regularly tested and adhered to.

- Ensure the protection of the Trust's finances, holdings and other assets through the operation of appropriate controls and risk management techniques
- Take reasonable care for the health and safety of themselves and of others who may be affected by their acts or omissions at work.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to Trust policies

Visitor Centre & Business Development Manager			
Person Specification			
Requirements	Essential	Desirable	Evidenced
EXPERIENCE, TRAINING & QUALIFICATIONS			AP = Application form I - Interview
1. Experience in Customer Services and Visitor Care.	√		AP & I
2. Proven business acumen in any discipline in the private or public sector including financial management and budgetary control	√		AP & I
3. Experience of Operational Visitor Services and related H&S practises and requirements	√		AP & I
4. Experience of procurement , contracting & contract management	√		AP & I
5. Experience in the leisure and catering industries		√	AP & I
6. Experience of working in a multi-agency or partnership working with public, private and voluntary sector partners.		√	AP & I
7. Experience of drafting successful funding bids		√	AP & I
8. Experience in making presentations or in public speaking		√	AP & I
9. Experience of planning and organising events, guided walks and designing exhibitions and displays, facilitating workshops or public meetings.		√	AP & I
10. Experience of servicing and reporting to committees or steering groups		√	AP
11. KNOWLEDGE & UNDERSTANDING			
12. Knowledge and understanding of tourism /visitor marketplace and management.	√		AP & I
13. Knowledge or keen interest in the environmental and countryside issues, landscape, wildlife, habitat or heritage	√		AP & I
14. Knowledge of the importance of green infrastructure and open space to public health, welfare and happiness	√		AP & I
15. Understanding of Customer Service Principles and standards, engagement/ interpretation	√		AP & I
16. HR and H&S practises and requirements	√		AP & I
17. Understanding of catering, retail or hospitality environment		√	AP
18. Working knowledge of relevant legislation including Disability Discrimination, Equal Opportunities and Health & Safety		√	AP
19. Knowledge of Marketing and promotional techniques		√	AP & I
20. Knowledge of the Trusts geographical area and or communities		√	AP & I
21. SKILLS			
Excellent interpersonal and oral and written communication skills	√		AP & I
22. Highly self motivated with excellent administration and organisational skills	√		AP & I
23. Flexible and adaptable to changing workloads and outputs	√		AP & I
24. Good Office IT skills: Competent in working with MS Word, Excel, Outlook and the internet	√		AP

Visitor Centre & Business Development Manager Person Specification			
Requirements	Essential	Desirable	Evidenced
25. Specific IT skills: Competent knowledge PowerPoint , Publisher		√	AP
26. ABILITIES & ATTRIBUTES			
Ability to generate new and innovative ideas and communicate them	√		AP & I
27. Ability to communicate effectively with diverse group	√		AP & I
28. Self-motivated, with an ability to work independently	√		AP & I
29. Ability to work as part of a team and lead others	√		AP & I
30. Ability to analyse problems and devise appropriate, creative but realistic solutions	√		AP & I
31. Ability to manage a demanding workload, remaining calm under pressure and delegating effectively to others	√		AP & I
32. Sense of humour and a lot of common sense	√		
33. MISCELLANEOUS			
Willingness to work out of office hours including evenings & weekend	√		AP & I
34. Clean driving licence	√		AP
35. An enhanced CRB check will be required to fulfil this post	√		AP

PRACTICAL DETAILS:

Salary: £tba depending on experience

Prospects: In this fast developing area of the Trust activities, opportunities are expected.

Hours of work: An average of 37.5 hours per week based on a 7.5 hour day. You will need to work flexibly including evenings, weekends and Public Holidays

No overtime will be paid. You may negotiate your own flexible work hours, within reason, with your line manager and colleagues so long as it is not to the detriment of your work or the rest of the team.

Annual leave entitlement: You will be entitled to 25 days annual leave plus public holidays (or days off in lieu of public holidays worked).

Pension: A Stakeholder Pension is available with employer's contribution of 5%

Vehicle & travel requirements: A certain amount of travel will be required as part of your work between sites and to the Trust's other offices. A mileage allowance is given for travel for work purposes in your own vehicle or by bicycle.

Uniform/dress code: n/a

Location: You will have your own desk base in each of the Trust's Centres.