

Job Description

Job title: Visitor Services Manager

Department: Visitor Services (St. Michael's Mount)

Line management responsibilities: Change House Co-ordinator, Guide Supervisor, Castle Guide Supervisor(s), Mainland Guide Supervisor(s), Car Park/Mainland Guides, Island Guides

Reports to: General Manager (St Michael's Mount)

Pay and benefits: £24,000 - £29,000; Service Accommodation available on St Michael's Mount if desired

Principal purpose of role	<ol style="list-style-type: none">1. Lead and inspire the Visitor Services team to uphold and embody St. Aubyn Estates Vision and Values and create a motivated, enthusiastic team with a passion for excellent visitor services.2. Ensure the Visitor Services department provides an effective, professional and co-ordinated service to colleagues and a welcoming, inspiring and engaging visit for our customers.3. Regularly act as Duty Manager, ensuring the health, safety and wellbeing of all on site plus taking responsibility for the overall look and feel of the site to ensure standards are maintained to the highest level.4. Responsibility for the development and delivery of an excellent experience throughout the visitor journey, from a genuine welcome to a fond farewell, inspiring sincere affection for the site and leading to repeat visits/onward recommendations.5. Contribute to the financial success of the company by achieving set income targets and managing resources efficiently within the set budgets.
Area of responsibility/tasks	<p>People management and leadership</p> <ul style="list-style-type: none">• Visitor Services contains the largest group of seasonal employees at St. Michael's Mount and this role has line management responsibility for their employment, including recruitment, induction, training, attendance, performance management and retention.• Lead and inspire the Visitor Services department to be a high performing team at all times and ensure morale and motivation remain high throughout the season.• Lead regular team meetings and ensure effective communication channels within the Visitor Services department.

- Work with and assist the team of Supervisors in planning and managing the Visitor Services rosters plus maintaining accurate payroll, annual leave, sickness, training and other applicable documents, such as uniform records.
- As the line manager with the largest seasonal workforce, lead on the yearly recruitment campaign to ensure St. Michael's Mount is attracting the highest calibre of seasonal employees.
- Assist the General Manager in co-ordinating the induction and training timetable for all seasonal employees, including leading sessions on areas such as Island knowledge, disability awareness and customer service.
- Lead on departmental training, both at induction and throughout their employment, for all Visitor Services employees, to ensure they are equipped to do their roles successfully.
- Utilise the appraisal process to seek out opportunities to develop new skills and enhance performance, both personally and for the whole of the Visitor Services team.

Visitor experience and customer care

- Ensure an exceptional standard of visitor service, experience and customer care across the island and mainland
- Constantly monitor effectiveness of the whole visitor journey from the car parks to the island and back.
- Ensure all St. Michael's Mount employees have a minimum level of product knowledge in relation to the history, story and activities of St. Michael's Mount.
- Train and develop Island Guides to ensure their knowledge is of sufficient level to anticipate and engage visitors interest.
- Lead by example and coach the team to provide a proactive, genuine style of engagement with our visitors to ensure they are confident and adept at sharing their knowledge with visitors.
- Champion appropriate upselling and fundraising as part of excellent customer service and ensure sales are incorporated into the visitor services strategy.
- Use all available visitor/employee feedback to identify and deliver improvements in service and care.
- Deal with general visitor service related compliments and complaints, keeping the General Manager informed as needed, including monitoring TripAdvisor and other social media outlets.
- Champion compliance with the Disability Discrimination Act.
- Ensure all signs, information leaflets and visitor areas are well presented, comply with St. Aubyn Estates/National Trust brand guidelines and are visitor focused.

Events

- Working closely with the General Manager, Marketing Manager and St. Michael's Mount management team to

devise and deliver an innovative events programme to increase visitor numbers out of high season, add value to the visitor experience and deliver required profits.

- Coordinate the operation and management of all events.
- Provide support to other teams in the management of their events.

Finance

- Contribute to the creation of departmental budgets and effectively manage them throughout the year to ensure effective use of resources and deliver income targets.
- Strive for sustainability and efficiency, reviewing contracts and procurement to deliver efficiencies while maintaining consistently high service levels
- Oversee all admission procedures and work closely with the finance team in accurately recording visitor figures and related data.
- Pro-actively contribute to the development of opportunities to grow the visitor business with a specific focus on the groups market during shoulder and winter months, and drive the implementation to ensure the St. Michael's Mount groups business becomes a market leader in the South West of England.

Fire, Security and Health & Safety

- Comply with National Trust standards on Fire, Security, Health & Safety, and lead on ensuring the visitor services operation does comply also.
- Be responsible for visitor safety by ensuring all visitor services employees are aware of H&S, fire evacuation and emergency procedures, arranging training/drills as necessary.
- Be responsible for the completion of risk assessments and H&S compliance in connection with all visitor related activities and areas.

General

- The VSM will regularly undertake the role of Duty Manager and in this role will be responsible for the operational management of St. Michael's Mount. The post holder is expected to use their best judgement to make all necessary decisions, whilst deferring those that can wait to the General Manager or appropriate departmental manager.
- Build and maintain excellent relationships with stakeholders, both within St. Aubyn Estates, the National Trust and externally.
- Actively participate in local tourism networks to exchange best practice, create value through collaborative working and sharing industry information.

Other The VSM may be required to undertake other reasonable duties which are compatible with the overall scope of this appointment and, in addition, all employees are expected to work within the terms of their contract of employment and adhere to St. Aubyn Estates policies, Values and Behaviours

Person Specification

Role title: Visitor Services Manager

Evidence sources AF = application form | IV = interview | Ref = references

Section	Criteria	Essential	Desirable	Source
Education, and qualifications	Good general education	√		AF
Experience	Previous management experience in a front of house role in a visitor attraction or similar environment	√		AF, IV, Ref
	Experience in a line management role, with a proven ability to lead, motivate and develop a team.	√		AF, IV, Ref
	A track record of working through others to deliver a high quality visitor service in a fast paced, public facing environment	√		AF, IV, Ref
	Experience and an understanding of Health & Safety, fire and security standards as they affect a public venue	√		AF, IV, Ref
Technical skills and abilities	Ability to deliver excellent customer care	√		AF, IV, Ref
	Able to handle customer complaints with ease and authority	√		AF, IV
	Well organised with the ability to prioritise, co-ordinate and delegate tasks in order to meet deadlines while staying calm under pressure	√		AF, IV
	Able to assess situations, use discretion and judgement to find solutions to problems	√		AF, IV
	Calm and confident in dealing with emergency situations	√		AF, IV
	Ability to manage a budget and account for finances within set processes	√		AF, IV
	Enterprising and able to maximise opportunities for income generation	√		AF, IV
	Computer literate – knowledge of Windows-based applications		√	AF, IV
	First Aid qualification or willingness to be First Aid trained	√		AF, IV
	Knowledge of another European language (including British Sign Language) is desirable		√	AF, IV

Section	Criteria	Essential	Desirable	Source
	A commitment to flexible working, team spirit and personal development	√		AF, IV
Interpersonal skills and other characteristics	Excellent communicator to both groups and individuals with a passion to inspire other	√		AF, IV
	Collaborative approach and able to work effectively as a part of a team	√		AF, IV
	Excellent interpersonal skills with the ability to deal effectively and confidently at all levels	√		AF, IV
	Discreet with the ability to demonstrate tact and diplomacy with sensitive issues	√		AF, IV
	Honest	√		IV, Ref
	Considerate	√		IV, Ref
	Responsible	√		IV, Ref
	Resourceful	√		IV, Ref
	Energetic	√		IV, Ref
Motivation and commitment	An interest in and commitment to St. Aubyn Estates Vision and Values	√		AF, IV