



## **RABY ESTATES**

### **VISITOR SERVICES MANAGER**

#### **ROLE SPECIFICATION**

##### **Background:**

**The Raby Estate** comprises landholdings and trading operations in Co Durham and Shropshire that are owned by Lord Barnard. Raby Estate business operations include in-house farms, let farms and residential property, visitor attractions and sporting enterprises across 3 Estates in Co Durham and Shropshire

Raby Castle near Staindrop has been the home of the Vane family for generations and is open to visitors. Lord and Lady Barnard seek to develop the Castle and grounds so that it becomes one of the foremost visitor attractions in the North.

High Force in Upper Teesdale attracts approximately 100,000 visitors per annum and has potential to be developed further.

Raby Estates now seek a Visitor Services Manager who will be responsible for the operational management of both operations and who will work closely with Lord & Lady Barnard and their CEO to develop both visitor attractions within the framework of an agreed business plan.

This is a new appointment, which will combine the overall responsibility for the management and development of both Raby Castle and High Force under one role. The person appointed will become a key member of the senior management team at Raby that seeks to grow Raby's wider business and brand.

**Job Title:** Visitor Services Manager

**Reports to:** Chief Executive

**Liaising with:** Lord & Lady Barnard and Heads of Department

##### **Job Requirements:**

- Sound commercial judgement
- Flexible approach to duties undertaken
- Ability to work within a team or on own initiative as required
- Effective communication and organisational skills
- Honesty and a high level of integrity
- Enthusiasm and capacity for hard work
- Attention to detail
- Systematic and cheerful approach with a 'can do' attitude

**Salary & Benefits:** To be agreed

**Purpose of Post:** To develop and improve the quality and financial performance of the Visitor Services operation at Raby Castle and High Force in accordance with the requirements of Lord & Lady Barnard and agreed business plan objectives.

### **Roles & Responsibilities**

- To maintain highest standards of customer service and assist in improving the quality of the overall visitor experience at Raby Castle and High Force.
- To contribute to the preparation of an Estate Business Plan and implement the strategies set down therein.
- In liaison with others to raise the profile of Raby Castle and High Force as day visitor attractions and destinations.
- To rationalise and co-ordinate commercial, catering and retailing activities at Raby Castle
- To develop a distinctive retail offering at Raby Castle
- To develop the catering and retail enterprise at Raby Castle and co-ordinate commercial, catering and retailing activities.
- To improve financial performance of the Visitor Operation at Raby and increase visitor spend across all profit centres and develop cross promotion.
- To develop and implement a co-ordinated marketing /PR strategy for Raby Castle and High Force in liaison fellow Heads of Department and the CEO. Particular attention in the following areas will be required:
  - Coordination of design matters
  - Promotion and safeguarding of the Raby brand
  - Use of IT and the Raby website
  - Relationship marketing
- To develop, organise and manage an annual programme of special events at Raby Castle and High Force.
- To liaise with the Chief Executive/Financial Controller to set budgets and financial targets for approval by the Lord & Lady Barnard and to report thereon during the year.
- To liaise closely with other Heads of Departments and assist them with their activities as may be required.
- To undertake any other reasonable tasks as required by the Chief Executive and Lord & Lady Barnard from time to time.