

## ROLE PROFILE

**ROLE TITLE:** VISITOR ATTRACTIONS GROUP MANAGER

**POST ID:** RC047 - PERMANENT

**GRADE/SALARY:** BAND J SCP 41 – SCP 45 (£37,107 - £40,858)

**HOURS:** 37 Per Week

**LOCATION:** Shire Hall Monmouth and Caldicot Castle however this role is expected to support the Old Station Tintern and Chepstow Tourist Information Centre. In the event of a change in base no relocation or disturbance expenses will be paid.

**RESPONSIBLE TO:** Business Manager for Tourism, Leisure, Culture and Youth Service.

**WELSH LANGUAGE ASSESSMENT:** Welsh language skills are desirable.

### **SAFEGUARDING:**

Safeguarding and Child and Adult Protection are key priorities for the Council. We aim to support children and adults at risk to be as safe as they can and to fulfil their potential. All Council employees and volunteers are responsible for playing their part in the well-being, safety and protection of children and adults at risk. All employees and volunteers will be trained to the appropriate level of safeguarding and have a duty to fulfil their personal responsibilities for safeguarding.

### **The Purpose of this Role:-**

Leading the Visit Monmouthshire's offer the post is responsible for operational performance, visitor attendance and maximising the income streams of Monmouthshire's Visitor Attractions namely Chepstow Tourist Information Centre, Caldicot Castle and Country Park, Tintern Old Station and Shire Hall Monmouth.

### **Your responsibilities are to:-**

#### **Management and Engagement of Visitors**

To instil commercial acumen and an excellent customer service ethos across the day-to-day operations of Monmouthshire's Visitor Attractions.

To ensure that the visitor experience is of the highest standards through effective site management and a culture of customer service excellence.

To ensure products/events/venues meet customer demand and maximise the profitability.

To contribute to the commercial success and development and future direction of Monmouthshire's Visitor Attractions.

To create compelling experiences and environments which generate further visits to Monmouthshire's Visitor Attractions and attracts new audiences.

To manage, motivate, and develop the Visitor Attraction teams to deliver the highest standard of customer care to every customer at all times.

To ensure appropriate levels of staffing are established and maintained at all times delivering an exceptional visitor experience, making sure that the Visitor Attraction teams have a clear understanding of their roles and responsibilities and are ready and able to operate in a professional, friendly, and efficient manner.

To develop and deliver a commercial approach to the running of the Attractions including the commercial growth of the retail and café operations, and events and functions, with suggested strategies to maximise commercial opportunities and increase revenue streams.

### **Operational Management**

To act as overall Operations Manager and where necessary take a hands on approach to ensure all Visitor Attractions are opened and locked in accordance with the operational and security procedures and to suit the demands of the business.

To manage and develop the performance of direct reports by holding regular reviews, providing feedback and implementing relevant training where appropriate.

To be responsible through effective management of the Site Leads for the presentation of the premises ensuring that high standards are maintained at all times.

To oversee the commercial growth of the retail and café operations and be responsible for the Weddings, Conference and Activities Co-ordinator assisting with suggested strategies to maximise commercial opportunities and increase revenue streams.

To oversee the supplier and contractor relationships and monitor performance ensuring goods and services conform to the contract requirements.

To ensure that appropriate financial and cash handling procedures and controls are in place at all times, and that a full audit trail is maintained and available for inspection.

To manage budgets for areas of responsibility and provide regular reports through the financial management systems on performance and any variations to the budget.

Work with the senior leadership team for the setting of annual revenue and overhead budgets for areas of responsibility.

To manage any new venues or existing venues which are best suited as being managed under the 'Visit Monmouthshire' principle.

### **Health & Safety**

To ensure the safety of all visitors whilst on the premises.

To conduct checks under the Health and Safety at Work Act 1974 ensuring a safe working environment throughout the premises.

Ensure all Health and Safety Policies and Procedures for the Visitor Attractions are understood and adhered to.

To ensure that the necessary risk assessments, accident and incident reports, and routine inspections in relation to public areas are completed, logged, and communicated as required.

To ensure that all staff are fully trained in fire safety and emergency procedures, including evacuations.

To ensure that there is an appropriate level of first aid cover across the teams and that the relevant first aid kits are stocked appropriately.

### **Here's what we can provide you with:-**

A laptop, mobile phone and the ability to work agilely, subject to the needs of the service. A motivated and enthusiastic team driven to achieve the best results for the Council and its local communities. Support from the wider Monmouthshire Team.

### **What else you need to know.....Monmouthshire Values are:**

- Openness: We aspire to be open and honest to develop trusting relationships.
- Fairness: We aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.
- Flexibility: We aspire to be flexible in our thinking and action to become an effective and efficient organisation.
- Teamwork: We aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.

And this role, will work with Monmouthshire to achieve these.

### **In addition:**

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The authority operates a Smoke Free Workplace Policy which all employees are required to abide to.

### **Person Specification**

**How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-**

<b>Experience</b>	<p>Management experience and proven success in an environment that involves the effective management of attractions and events (A&amp;I).</p> <p>Previous experience of sport and leisure management, financial management, resources management and facilities (A&amp;I).</p> <p>Proven track record of managing service finances and writing and securing Bids, Grants and non-core funding (A&amp;I).</p>	<p>Management of country park and/historical venues (A&amp;I).</p>
<b>Education &amp; Qualifications</b>	<p>A degree qualification or equivalent in Leisure/Tourism Management or or related area.</p>	
<b>Knowledge, Skills &amp; Competencies</b>	<p>Ability to engage with a wide variety of individuals, co-workers, stakeholders, service departments, the community, government and businesses (I).</p> <p>Excellent leadership, communication and interpersonal skills with ability to communicate clearly and differentiate communication to different audiences (A, P&amp;I).</p> <p>Ability to develop business cases, assessing the benefits to the working practices of teams as well as financial aspects (I).</p> <p>Ability to deal effectively with ambiguity and prioritise and manage own workload (I).</p>	<p>Demonstrate some basic knowledge of the local area and an ability to acquire additional knowledge about the (A&amp;I).</p>



Dedication to excellent service delivery, putting user needs and customer requirements at the heart of your work (I).

Ability to produce well-structured events and developing visitor experiences to increase income (I).

**Personal**

Evidence of continuing professional development.

**Attributes**

Commitment to Safeguarding policy and procedures including undertaking appropriate safeguarding training (I).

Willing to engage with volunteers (I).

Commitment to equal opportunities policy, including undertaking appropriate equality awareness training (I).

**Other**

The ability to drive and possession of a vehicle for work purposes and current driving licence.

Welsh Language Skills (A&I).