



HEAD OF VISITOR EXPERIENCE

£33,000 to £35,000 depending on skills and experience (potentially more for an exceptional candidate)

37.5 hours per week

Reporting to: The Robert Woof Director/CEO

Direct Reports: Cafe Manager and Visitor Experience Manager

Responsible for: Café and Visitor Experience Teams

Hours: This role is 37.5 hours per week and will entail some weekend and evening working.

Overview

The Wordsworth Trust is based at Dove Cottage in Grasmere, where William Wordsworth lived during his 'Golden Decade' (1799–1808) and wrote most of what is now regarded as his most important work. We have been described as 'the finest literary museum in the world'.

Dove Cottage and the adjacent Wordsworth Museum are visited by tens of thousands of people each year. As well as operating a busy visitor attraction, the Wordsworth Trust maintains most of the conservation area of Town End, looks after a unique collection of manuscripts, books and fine art, and runs thriving education, exhibitions, events and community outreach programmes. We are also a centre for international research and scholarship.

The Wordsworth Trust is funded by Arts Council England as a National Portfolio Organisation and by South Lakeland District Council as a Strategic Cultural Partner. We are part of the Cumbria Museum Consortium, together with the Tullie House Museum & Art Gallery Trust (Carlisle) and Lakeland Arts (Kendal and Bowness-on-Windermere).

'Reimagining Wordsworth'

In March 2018, the Heritage Lottery Fund awarded the Wordsworth Trust a delivery grant of £4.1 million which, combined with funding from other individuals and institutions, puts us on course to make profound and exciting changes to our site and activities in time to celebrate the 250th anniversary of Wordsworth's birth in 2020. The project will revitalise our site and will include conserving Dove Cottage and reinterpreting its interiors, expanding the Wordsworth Museum and creating a new learning centre, café and retail experience.



'Reimagining Wordsworth' aims to encourage more people, from a more diverse range of backgrounds, to participate in and be inspired by our literary and cultural heritage. Our objectives from the project are to realise the full potential of the Trust's heritage to provide lasting, life-changing experiences, to reach a larger and more diverse range of audiences and to create a more financially and environmentally sustainable organisation.

To enable us to achieve these objectives we are creating a new role of Head of Visitor Experience. This may be the most exciting time to join the Trust in its 127-year history.

Job Description

To ensure that the whole experience for all our visitors is of the highest quality and to maximise the impact of the new facilities we will have available as a result of Reimagining Wordsworth. Our aim is to achieve annual visitor numbers of 65,000 and generate annual income of £1.75 million and this role is instrumental in achieving that aim.

The Head of Visitor Experience will report to the Robert Woof Director, and will be a member of the Senior Management Team alongside the Director, the Senior Curator and Head of Learning, the Head of Development and the Director of Finance. The Head of Visitor Experience will:

1. Manage the Visitor Experience Department which includes the café, the retail areas and the front-of-house operation of the Museum and Dove Cottage including both staff and volunteers.
2. Deliver a consistent, high quality and professional service to all of the Trust's visitors, so that everyone has an experience that matches their highest expectations.
3. Ensure all information for visitors is well presented, accurate and up to date across the whole site.
4. Ensure the operation of the café meets the highest expectations of visitors in terms of its offer and contributes to a surplus for the Wordsworth Trust's trading subsidiary, Dove Cottage Promotions Limited ("DCP Ltd").
5. Ensure the retail offer is promoted and displayed in line with the requirements of the Commercial Manager and the targets of DCP Ltd.
6. Work with the Commercial Manager as appropriate in the development of new commercial opportunities, making full use of the Trust's assets.
7. Maximise the Gift Aid receipts from admissions to the site.
8. Ensure the administrative procedures in regard to cashing up, managing the float and balancing the tills are completed accurately and on a daily basis.



9. Work alongside the Director of Finance to monitor all financial aspects of the Visitor Experience.
10. Work alongside the Senior Curator and Head of Learning to maintain the security of public buildings and collections on public display.
11. Manage the efficient and effective deployment of staff and volunteers across the Visitor Experience department and produce the rota on a weekly basis.
12. Protect the Health and Safety of all people on the Trust's premises.
13. Work with the Estate Manager to ensure that the site is clean, tidy and well presented at all times.
14. Develop and manage the Trust's Compliments and Complaints procedures in line with the Trust's policy.
15. Be accountable for the allocated areas of risk from the Trust's risk register.
16. Manage on-site audience surveys.
17. Ensure all the Trust's obligations to its on-site visitors are met at all times.
18. Ensure that the Trust's commitment to diversity is central to departmental planning, recruitment, training and customer care.
19. Be accountable for the achievement of relevant benchmarks and key performance indicators for the Visitor Experience Department as agreed with the Robert Woof Director.
20. Report to SMT and Trustees on the KPIs for the Visitor Experience Department, developing our use of the Gamma database to facilitate this.
21. Attend meetings of the Senior Management Team and Management Committee; contribute to the strategic development of the Trust, and generally furnish colleagues with advice and assistance on all aspects of the Visitor Experience.
22. Attend meetings of the Board of Trustees and its Committees; producing in advance of meetings a report on the Visitor Experience functions and provide the Board and its Committees with such advice and assistance as they may reasonably require.

Other duties

23. Undertake such other matters as the Director may from time to time reasonably require.
24. Exercise discretion and respect the need for confidentiality at all times.



25. Maintain the Wordsworth Trust's high standards and reputation at all times.
26. Work within the Wordsworth Trust's agreed policies and practices.

This job description outlines the principal responsibilities and duties of the post-holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties.

Timetable

The deadline for applications is noon on Monday 25 February 2019.

Shortlisted candidates will be invited to an interview on Wednesday 6 March 2019.

For further questions and to send your completed application please contact Catherine Foster; c.foster@wordsworth.org.uk



PERSON SPECIFICATION

Personal Attributes Required	Essential or Desirable
Qualifications and Training <ul style="list-style-type: none"> • Degree or equivalent qualification 	D
Success in and experience of: <ul style="list-style-type: none"> • managing a high quality visitor attraction including both retail and café provision • managing in an arts or heritage environment • managing staff with a range of skills and working patterns including the preparation of rotas • working with and managing volunteers • working in the charitable sector • working with a Gift Aid scheme • establishing and maintaining commercial contracts • managing audience surveys and other evaluation • managing on line feedback (eg Trip Advisor) • dealing with difficult situations and emergencies • reporting to board both in a written and oral format 	E E E E D D D D E E D
Skills/Knowledge/Aptitudes <ul style="list-style-type: none"> • Ability to lead and work as part of a team • Financial acumen and an understanding of commercial drivers in both a retail and café environment • Knowledge of Human Resource procedures including recruitment and selection, staff development and review and disciplinary and grievance • An exceptional eye for detail in terms of the look and presentation of the site • Understanding of customer service benchmarks and customer care accreditation • Knowledge and experience of health and safety and risk management, including security procedures • A committed approach to access for all and a working knowledge of the Disability Discrimination Act • Knowledge and understanding of environmental and security standards in a heritage environment • Organisational and time management skills • Ability to communicate effectively with a wide variety of people • Ability to work under pressure & manage multiple priorities • Flexibility and the ability to use own initiative • Energy and enthusiasm 	E E D E E D E D E E E E



• Creative and strategic thinking	E
Other Requirements	
• Confidentiality and discretion	E
• Tact and diplomacy	E

Employment will be subject to a right to work check and an identify check being undertaken, references being taken and verification of essential qualifications and professional memberships.

Head of Visitor Experience

January 2019

Terms and conditions

Contract	Full-time
Salary	£33,000 to £35,000 per annum, depending on skills and experience (potentially more for an exceptional candidate)
Pension	Opportunity to join a defined contribution pension scheme with The People's Pension
Reporting to	The Robert Woof Director
Hours	This role is 37.5 hours per week and will entail weekend and evening working.
Holidays	25 days a year plus bank holidays, rising by one additional day a year after five years' continuous employment to a maximum of 30 days a year
Workplace	The Wordsworth Trust's premises at Dove Cottage, Grasmere, Cumbria, LA22 9SH
Benefits	Discounts in the Wordsworth Trust's shop.

The deadline for applications is noon on Monday 25 February 2019. Interviews will take place on Grasmere on Wednesday 6 March 2019.

We regret that we can only notify those applicants who are shortlisted for interview.