



Role profile for a Senior Visitor Experience Officer Grade 8

Operations

National
Trust

You will be responsible for the operational day to day management of the visitor experience and offer at your property/portfolio. You will enable a broad range of visitors to have outstanding and inspirational experiences through the consistent quality of our welcome and the stories we tell. You will be part of a broader team responsible for delivering great service to visitors. You will manage a team of staff and volunteers and work proactively alongside colleagues elsewhere in the property to enable an engaging visitor experience and an opportunity to promote our conservation work.

What you will deliver

It's about ensuring our visitors have a great experience: You will lead a culture of 'exceptional service, every time, for everyone' throughout your team and role model our Service Promise behaviours. You will deliver visitor engagement activities across the property/portfolio, including ensuring high standards of presentation / interpretation and delivering a consistently warm welcome to enhance the spirit of place.

It's about financial performance: You will monitor and control the resources delegated to you. You will be responsible for monitoring and achieving stretching targets, maximising income and profitability, using the Trust's procedures and instructions. You will coach and motivate your team(s) to have excellent knowledge of the site and their products to boost sales and maximise revenue.

It's about managing risk: You will identify and manage risks to the business and take responsibility for ensuring the actions of you and your team are safe, secure and compliant with all relevant legislation and Trust rules to minimise risk to the public, staff, volunteers and contractors.

It's about developing the business: You will help to present, develop and improve your place's interpretation and story. You may oversee/support marketing, learning, programming and events. You will contribute to your property business plan. You will ensure the visitor areas are presented to an agreed standard so that customers enjoy a comfortable and welcoming environment.

It's about managing people: You will help to create a great place for your staff and volunteers to work. You will help to recruit and develop talented and enthusiastic people to assist us in achieving our objectives and communicating our key messages to visitors.

It's about making the link to our conservation purpose: You will ensure that visitors have the opportunity to understand and engage with our work through high quality interpretation and promotion of this work. You will maximise sales and income generation onsite for the benefit of our conservation cause; that profit from admissions, events and membership can be reinvested in the National Trust conservation priorities.

Our values and behaviours

Think Long Term

We look after special places for people for ever. We're dynamic, far-sighted and ready to lead for the long term. We behave in a sustainable way, reducing our impact on the environment and spending wisely to make sure we have the financial security to look after special places for ever. We keep things simple and are imaginative about finding better ways to do things.

Love Places

We love special places. We all value special places and the role they have in people's lives. We understand and keep their spirit alive, conserving our natural and cultural heritage for generations to enjoy. We celebrate the distinctiveness of our places, keeping them honest and authentic, not uniform, fake or unloved. We are all ambassadors for the Trust, promoting the importance of special places and the experiences they offer.

Inspire People

We inspire people to love special places. We're warm, welcoming and actively part of the communities around us. We encourage and listen to other people's views, needs and suggestions and we exceed people's expectations with our positive 'can-do' attitude. We thrive by involving people in what we do, inspiring them to share our passion for special places.

Share our Common Purpose

We work together to look after special places for ever, for everyone. We trust and empower each other to make the right decisions, working collaboratively and at pace. We build effective relationships, learning from each other and promoting simplicity, fairness, innovation and learning. As we work towards achieving our common purpose we're clear on what we're accountable for, making decisions within agreed frameworks.



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Scale & scope of the role

Reports to: Visitor Experience Manager or General Manager (if smaller property)

Operating budget: No direct budgetary responsibility but may have delegated responsibility for aspects of the Visitor Experience budget.

Line management: Will manage a team of staff and have a high involvement in supervising volunteers and planning the work of volunteer groups.

Area of impact: Assists the Visitor Experience manager in delivering the visitor experience at one very large/high visitor volume property/portfolio, or the General Manager at smaller sites. Works with departments across the property to help/support HODs deliver programming and interpretation. Contributes to successful Visitor Experience score.

Nature of impact (internal): Supports the day to day visitor operations. Line manages a small team of staff and/or volunteers. Will be involved in visitor-related projects and feed into the property business plan. Uses high level of competence to deal with problems without hands on support. Role will include duty management. May deputise for the Visitor Experience Manager (if applicable).

Nature of impact (external): Will manage productive partnerships with external stakeholders.

The attached organogram shows where this role fits in with the team structure.

Author: VE Role Profile Champion Group Approved: Role Profile Steering Board
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Knowledge, skills & experience needed

Degree in relevant field/NVQ/QCF Level 3 Cultural Heritage or equivalent and/or operational experience in historic properties.

Experience of planning and delivering inspirational engagement activities.

Some previous leadership experience including supervisory, coaching and training experience.

Some involvement in business development or innovation. Able to respond to varying pressures, difficult situations and complaints.

Competent in managing budgets to maximise sales, income and control costs. Experience of record keeping and cash handling.

Strong people skills, enabling good working relationships with those in your team and across the property.

Experience of working with and managing volunteers. Understand the different approaches needed to recruit, reward, recognise and motivate volunteers.

Experience in delivering high standards of customer service and leading by example to motivate others.

Experience of assessing and managing risk. Knowledge of relevant Health and Safety procedures.

Strong written and verbal communication skills including some public presentation experience.

Some project management experience in a similar environment. Record of setting and delivering performance targets.

Good IT skills (Microsoft Office).