



Role profile for a Visitor Experience Officer Grade 9

Operations

National
Trust

You will help deliver the day to day operations 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, promoting good communication across the site and joined up service provision. You may lead a small number of staff and volunteers and work proactively alongside colleagues elsewhere in the property to deliver an engaging visitor experience and promotion of our conservation work.

What you will deliver

It's about ensuring our visitors have a great experience: You will help create a culture of 'exceptional service, every time, for everyone' by role modelling our Service Promise behaviours and reviewing regularly. You will support and deliver visitor engagement and interpretation activities across the property/portfolio. Your role will help to deliver high standards of presentation and a consistently warm welcome to enhance the spirit of place.

It's about financial performance: You will help the property achieve its financial targets, maximising income and profitability, using the Trust's procedures and instructions. You will strive to be efficient and ensure cost effectiveness in all the work you do.

It's about standards of presentation and developing the business: You will help to present, develop and improve your place's interpretation and story. You will ensure high standards of presentation across the property and may have delegated tasks within marketing, learning, programming or events. You will understand and help deliver your property business plan.

It's about great teamwork: You will supervise, train and mentor staff and volunteers, fostering a culture of good teamwork. You will assist in recruiting volunteers, enabling their involvement in the visitor experience.

It's about working safely and securely: You will ensure that you and others comply with the Trust's processes and procedures in order to minimise risk to the public, staff and volunteers.

It's about making the link to our conservation purpose: Your team will enthusiastically provide visitors with information on our conservation work in order to deepen connections with our special places. 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 Senior Visitor Experience Officer or Countryside Manager or Commercial / Operations Manager

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

Line management: High involvement in supervising volunteers and planning work of volunteer groups. May have some delegated staff supervisory responsibility.

Area of impact: Supports the senior manager in delivering the visitor experience at a large/medium sized property or portfolio, or more smaller sites, working with departments across the property to help/support HODs deliver programming and interpretation. Contributes to successful Visitor Experience score.

Nature of impact (internal): Assists with the day to day visitor operations with delegated responsibility for certain activities. A hands-on operational role which may include duty management. Works within defined processes but uses discretion in problem solving and in the organisation and prioritisation of work.

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
Approval date: 5 August 2015

Knowledge, skills & experience needed

Experience in visitor operations ideally in the heritage or visitor attraction sector.

Experience of delivering inspirational engagement activities. Experience of following complaints handling procedures.

Some supervisory, coaching and training experience. Good team worker.

Results focussed and proven self-motivator. Able to respond to varying pressures, difficult situations and complaints.

Some knowledge and experience of managing budgets and finance. Experience of basic record keeping and cash handling.

Good people skills, enabling good working relationships with those in your team and across the property. Good interpersonal skills, able to deal with visitors in a variety of situations.

Experience of working with and supervising volunteers. Empathy with aims of the National Trust, with genuine interest and knowledge of the work of the Trust.

Flexible customer focussed approach with experience in delivering high standards of customer service.

Experience of assessing and managing risk. Knowledge of relevant Health and Safety procedures. Knowledge of different access requirements and how to assist visitors.

Strong written and verbal communication skills. Able to develop skills in public presentation.

Able to work with own initiative without immediate assistance from manager.

Good IT skills (Microsoft Office)