

WESTON-SUPER-MARE TOWN COUNCIL

JOB DESCRIPTION

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| Post: | Visitor Services Manager |
| Salary: | JG 6 – SCP 26-29 |
| Responsible to: | Town Clerk |
| Responsible for: | Visitor Services Supervisor, Café Supervisor, Learning and Events Officer, Museum Volunteer Coordinator, Community Liaison Officer and Volunteers |
| Hours: | 37 hrs per week to include weekends, evenings & bank holidays |

Management Relationships:

The post reports directly to the Town Clerk and will be the key on site contact for the museum.

Purpose of Role:

To manage all day-to-day aspects of visitor operations including leading and managing a team of staff and volunteers in line with the Council's ethos, aims and objectives for a sustainable museum. Including marketing and sales, learning and events, catering, site management and security.

Specific Responsibilities: Duties include:

- Leading and managing the museum's team of paid staff and volunteers, developing procedures which will ensure a high-class service to all visitors whilst looking to improve the services at all times.
- Proposing and implementing strategies to increase income generation as well as monitoring performance against set targets.
- Ensuring that the museum website is kept up to date.
- Taking a lead role on the museum marketing plan and communications, to include press releases, advertising and social media engagement.
- Management of the retail operation, including decisions on stock ranges and displays to maximize income streams.
- Management of the EPOS system and associated cash handling procedures.
- Management of the museum's catering operation, ensuring that it delivers high quality food and beverages suitable for both general museum visitors and function catering.
- Liaise with the Café Supervisor to ensure that financial sustainability is achieved and maintained by reviewing pricing and wastage.

- To act as Spending Officer for the Museum, overseeing expenditure on relevant budgets.
- Undertaking line management and ensuring that the training and development needs of staff and volunteers are identified and delivered.
- Organising and preparing monthly rotas of volunteers and paid staff, ensuring that there are enough staff to meet demands during events and that all holidays are covered.
- Acting as site manager with responsibility for security and maintenance of the building as well as the security and safety of staff, volunteers and visitors.
- Working in co-ordination with the South West Heritage Trust (provider of curatorial and exhibition design services to the museum) to ensure that appropriate measures and procedures are in place regarding the museum's objects.
- Acting as Health & Safety manager for the site undertaking risk assessments, reporting faults and ensuring that follow up action is taken.
- Managing arrangements for out-of-hours security, attending out-of-hours alarm call outs and other emergency call outs.
- Working in co-ordination with the South West Heritage Trust and the Learning and Events Officer to plan, develop and deliver a range of events and exhibitions.
- Working with the Learning and Events Officer to develop formal and informal learning activities.

General:

- Ensuring that systems and processes comply with Town Council Policy & Procedures.
- Complying with the Town Council's Equal Opportunities, Health & Safety & Safeguarding Policies at all times.
- Acting as a Designated Safeguarding Officer for the Museum.
- To adhere to the principles of Equality and Diversity.
- To manage staff in line with Town Council 'Management Standards'.
- Undergoing such training as shall be identified by the Town Clerk.
- Assist with the Town Council's civic and community programme.
- Acting as a Designated Person and key holder for the Museum.
- Undergoing such training as shall be identified by the Town Clerk.
- Undertake any such other duties as reasonably requested by the Town Clerk.
- Assist with the Council's civic and community programme.