

VISITOR AND COMMERCIAL SERVICES MANAGER



JOB DESCRIPTION

Summary

Post	Visitor and Commercial Services Manager
Location	Dumfries
Employed by	Peter Pan Moat Brae Trust
Salary	£25,000 / annum
Hours	35 hours per week (on a rota to meet the needs of a 7 day a week operation)
Reporting to	Centre Director
Line Management	Visitor Assistants/Head Caretaker/Cleaner
Supervisor	Gardener/Caterers

Purpose

The Visitor and Commercial Services Manager is a key member of the operational team at Moat Brae, reporting to the Centre Director. The postholder is responsible for ensuring that all our visitors have a great day out, in a safe and secure environment, as well as being responsible for ensuring commercial targets are achieved.

On a day-to-day basis, the postholder will oversee the smooth running of the front-of-house operations, guaranteeing that procedures and protocols are adhered to. These include: managing the shop, liaising with the café / catering operator, leading on the development of the visitor bookings, arrival and admissions experience, helping to promote awareness and take-up of venue hire, and overseeing other commercial operations, working with the rest of the management team as appropriate to ensure customer satisfaction.

Background

Moat Brae is a B-Listed Georgian townhouse and garden in Dumfries, southwest Scotland, which was designed by local architect Walter Newall in 1823 and acknowledged by JM Barrie as his inspiration for Peter Pan: “for our escapades in a certain Dumfries garden, which is enchanted land to me, were certainly the genesis of that nefarious work – Peter Pan”.

The Peter Pan Moat Brae Trust was established in August 2009 as a company limited by guarantee with charitable status to save and restore the property which it has done as part of a two-phase project involving Phase A restoration and Phase B delivery and implementation to create a National Centre for Children’s Literature and Storytelling.

Learning and inspiration is at the heart of this innovative project which will also contribute to the regeneration of Dumfries as part of a broader strategy that plans to use the arts and culture as a means to re-invigorate the town, complementing other cultural developments already underway.

The Phase B construction project is due to complete before the end of 2018, after which there will be a phased opening. The creation of this major new visitor attraction will ensure the future sustainability of the house and garden and Barrie's 'enchanted land'.

Key Duties and Responsibilities

Transition Phase 2018-19

During the completion of the construction project and 'soft' opening of Moat Brae, the postholder will work with the Centre Director, existing project staff (the Project Director, Project Manager and Accountant) and existing consultants to:

- Produce Standard Operating Procedures, including health and safety procedures, relating to visitor management.
- Recruit, develop rotas for and train Visitor Services staff.
- Source, select and order merchandise (including bags and packaging) and stock the shop.
- Source, assess and agree an admissions and EPoS system.
- Manage the visitor welcome for all pre-opening activity.
- Input to the development of the catering offer.
- Draft and implement a business proposal for venue hire, marketing the offer in liaison with the Marketing Communications Manager.
- Develop interim cleaning arrangements and recruit cleaners/caretaker.
- Liaise with the garden contractors as part of an on-going maintenance contract.

Operational Duties

Once the centre is operational, the postholder will be expected to undertake the following duties.

Visitor Services

- Provide the visitor welcome and ensure customer care standards are maintained to the highest standards, making regular checks on cleanliness and responding to visitor complaints.
- Maintain security and health and safety for staff and visitors.
- Produce and implement staff rotas ensuring there is adequate cover at all times, recruiting Visitor Services staff and volunteers as required.
- Train and manage the visitor services team including paid and volunteer staff.
- Oversee commercial operations including café, catering and room hire.

- Oversee the day-to-day ticketing system.
- Liaise with the Finance Manager regarding targets and produce regular admissions reports.
- Oversee the daily opening and closing of the building and grounds.
- Manage the Head Caretaker and Cleaners.
- Be the main point of day-to-day contact with the Gardener/Garden Contractor.

Retail

- Purchase and manage stock ensuring the centre operates a commercially viable retail offer.
- Liaise with the Finance Manager regarding commercial targets and produce regular management reports.
- Manage the EPoS system and oversee its day-to-day use and maintenance.
- Oversee cashing up/closing down processes.
- Oversee visual merchandising.

Catering

- Oversee the catering contract with the Director and be the main day-to-day contact for all catering operational issues.
- Liaise with the caterer and Business Sales Manager regarding catering for venue hire and events.

Gardens

- Oversee the gardening contract with the Director and be the main day-to-day contact for the Gardens contractor and, in due course, the Gardener.
- Ensure the gardens are tidy and well presented, liaising with the Contractor / Gardener to address issues accordingly.

Cleaning

- Oversee the cleaning contract with the Director and be the main day-to-day contact for the cleaning contractor or cleaners, as appropriate.
- Ensure on a daily basis that the building and associated facilities are clean and well-presented, liaising with the contractor / cleaners to address issues accordingly.

Person Specification

This is a varied role and no two days will ever be the same. We are a small team and are looking for someone who can demonstrate an ability to work closely with colleagues. The postholder will also enjoy a hands-on role while having the vision to work with us during the transition phase to create a new visitor attraction the local community can be proud of. S/he will then manage and operate the centre once we fully open to the public.

Attributes

- Outgoing personality who enjoys working with people.
- Motivational and can inspire a team.
- A willingness to participate in activities which will take place outside normal working hours and/or the normal workplace.
- Flexible and willing to 'muck in' to achieve what needs to be done.
- Commercially minded.
- Enjoys the detail and is numerate.
- Organised completer / finisher.
- Has High standards.

Essential Experience

- Work on the front line in a customer facing environment.
- Work in a commercial environment.
- Team management.
- Use of EPoS and admission systems.
- Financial management including skills in Microsoft Office generally and Excel in particular.
- The ability to live locally and travel independently .

Desirable Experience

- Interest in and understanding of the overall aims of the Peter Pan Moat Brae Trust, including children's literature and storytelling as artforms.
- Management in a visitor attraction or an appropriate retail, catering or events / conference business on a commercial basis.
- Financial analysis and reporting.
- Work with a charity and/or company limited by guarantee.
- Office, building and/or garden management and maintenance.
- Buying and/or stock control.
- Staff Training.
- Work with volunteers.

Terms & Conditions

Salary: the starting salary will be offered at £25,000 / annum.

Basis: The post is permanent and full-time, subject to a six-month probationary period.

The postholder will, on occasion, be required to fulfil evening or weekend work, eg. to attend trade shows. Overtime is not available for this post but time off in lieu can be arranged by agreement with the Centre Director.

This post is not considered as Regulated Work with Vulnerable Children and/or Protected Adults, under the Protection of Vulnerable Groups (Scotland) Act 2007. However, if deemed appropriate, the successful candidate may be required to join the PVG Scheme or undergo a PVG scheme update check prior to formal offer of employment being made by PPMBT.

Location: The post is initially based at the Trust's offices at 92, Irish Street, Dumfries. Once the new Centre is open the office will transfer to Moat Brae, 101 George Street, Dumfries.

Probationary period: The appointment is subject to a probationary period of six months. However this probationary period may be extended at the discretion of the management.

Annual leave: The postholder is entitled to 29 working days holiday per annum inclusive of public holidays.

Sick pay: Statutory provisions apply.

Pension: PPMBT offers a workplace pension scheme under the Government's auto-enrolment project.

Discipline & Grievance: This post is subject to a disciplinary and grievance procedure approved by the Trust, a copy of which will be provided.

Private work: On occasions, members of staff may wish to take on private work. The Board has no objection to this provided that the employee notifies the Board, making clear that it is done in a private capacity and that there is no conflict of interest, and receives the Trust's prior written consent.

Relatives: If you are related to a member of the PPMBT you must declare this at interview.

Canvassing: Canvassing either directly or indirectly will disqualify.

Notice period: One month's notice of termination of contract by either party shall apply.