

MOAT BRAE - CENTRE FOR CHILDREN'S LITERATURE AND STORYTELLING

VISITOR ATTRACTION MANAGER



JOB DESCRIPTION & PERSON SPECIFICATION

SUMMARY

Job Title:	Visitor Attraction Manager
Location:	Moat Brae, 101 George Street, Dumfries
Responsible to:	Centre Director and Peter Pan Moat Brae Trust (PPMBT) Board
Responsible for:	Front of House and Café Manager, Finance Manager, Fundraiser and Marketing Officer
Salary:	£30,000 / annum
Other Contacts:	Trustees, commercial (trading Company) and other staff, sponsors and funders, local, national and international partners and their networks, Friends, volunteers and members of the public.
Job Purpose:	To lead the commercial operations of an international visitor attraction.
Hours:	Normal hours are 35 per week, worked over 5 days, but evening and weekend work will be necessary.

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 house was rescued from demolition and decay by the Peter Pan Moat Brae Trust, a charitable company limited by guarantee, as part of a ten-year project, turning it into a magical visitor attraction, the National Centre for Children's Literature and Storytelling, and a major asset for the local community. The garden has been likewise landscaped as a Neverland-themed open space on the River Nith.

Both opened to the public in June 2019 and until the onset of Coronavirus had been enjoyed by 20,000 paying visitors, mostly from the town and region. They have been witness to the interpretation of a vital local landmark, its history and restoration, an increasingly varied programme of arts-based activities and a maturing garden.

However, the attraction also relies for its income on a 40-cover café, a small book and gift shop and a programme of commercial events and associated venue hire, ranging from birthday parties and dinner parties to musical evenings, weddings and conferences. These areas of activity form the basis for the Moat Brae Trading Company and a recent, consultant-led review of the opportunities involved – funded by the NLHF - concluded that they had the

potential to be much better exploited, with the right vision and leadership. The same report also proposed a new staff structure for the Trust, including the creation of this post.

Moat Brae re-opened to the public on 13 August 2020 and part of the Visitor Attraction Manager's remit will be to assist the Centre Director and Trustees/Directors to implement the report, and the strategy for change post-Covid19, leading to the successful delivery of a new three-year business plan in 2021.

A summary of the report and strategy will be made available to short-listed candidates.

THE VISITOR ATTRACTION MANAGER

Reporting to National Centre Director, the Board of the trading company and the Board of Trustees/Directors, the Visitor Attraction Manager will be responsible for driving the commercial operations and associated revenue generation of Moat Brae, directing marketing effort, enhancing visitor numbers and building Moat Brae's reputation and performance.

This is a challenging but nationally significant post. The successful candidate will be someone with considerable stamina who is adaptable, resilient and able to manage complexity but also brave, determined and able to make decisions in consultation with others. S/he will be level headed in difficult situations, have a creative approach to problem solving and be enthusiastic and motivating.

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

KEY RESPONSIBILITIES

The postholder will be responsible for a six-day-a-week operation (seven days in school holidays) which includes:

- Reception / admissions
- A 40-cover café
- A large kitchen with the capacity to cater for small functions
- A 20 square-metre retail space
- Venue hire and commercial events packages
- Marketing and promotion of the above
- Compliance with all relevant health and safety, legal and environmental regulations.

The postholder will be responsible for the delivery of the above, line managing a team of six full-time equivalent front of house reception/admissions, retail, café and kitchen staff, together with casual and contracted staff supporting these functions and events held at Moat Brae.

The postholder will also be responsible for the management of the Marketing Officer, who provides marketing support to the National Centre, and for the Finance Manager as well as a fundraising officer.

The postholder will also work closely with, and rely on, the Office Manager and the Volunteer Coordinator in support of their duties. Precise line management responsibilities for these staff will be for discussion.

Other members of staff with whom the postholder will liaise as appropriate include: the learning and engagement team (whose audiences of school pupils and young people will be vital to revenue targets), the gardening team (who manage Moat Brae's prize asset) and the caretaker and housekeeping team.

A staff structure is included with this job description.

KEY DUTIES

Key duties will include:

- The development, management and monitoring of commercial targets and Key Performance Indicators for all income sources described above;
- The development, implementation and management of policies and practices for achieving these targets, eg. through visitation and commercial activity;
- The recruitment (as appropriate), leadership, motivation and development of the staff required to deliver the same (through the Front of House and Café Manager), ensuring consistently high customer service, the achievement of commercial targets and the maintenance of the ethos of Moat Brae as a visitor centre and exemplar in promoting and celebrating children's literature;
- The day-to-day operation of the café and kitchen, ensuring all relevant legal safeguards, quality standards and revenue targets are met;
- The day-to-day operation of the shop, all stock purchases, stock control and the maintenance of pricing and purchases in line with budget and policy;
- The development, management and promotion of a new and exciting programme of venue hire, events packages and associated catering opportunities;
- Working with the Centre Director and the Finance Manager to ensure value for money in the procurement of goods and services
- The development, management and monitoring of all marketing functions (through the Marketing Officer), including support for the programme of creative learning and engagement activity based at Moat Brae;
- The delivery of a varied programme of other promotions, sponsorship and associated fundraising opportunities designed to help meet revenue targets;
- The collection and monitoring of data and its evaluation to help in the refinement of the above policies and practices;
- The establishment and delivery of an internal communications strategy, ensuring all front of house and other commercial staff are kept informed of targets, policies, practices and progress with them;
- Business planning and financial management, including the scrutiny, revision and reporting on budgets and performance against them;
- Reporting to the National Centre Director, the trading company board and the Board of Trustees/Directors on performance with all the above, ensuring accountability for income received by the trading company.

PERSON SPECIFICATION

Attributes

The successful candidate should be able to demonstrate:

- An entrepreneurial spirit and zeal, with the ability to identify potential business opportunities, appropriate to the Trust's ethos;
- Commercial or financial acumen and understanding of target-setting, budgets, cash flows and business planning in general;
- An ability to achieve and maintain good working relationships within a small to medium-sized team, to motivate and inspire staff;
- Good general management and organisational skills;
- A creative and innovative approach to the delivery of events and activities, ensuring high standards in management of the visitor experience;
- A willingness to participate in activities which will take place outside normal working hours and/or the normal workplace;
- The ability to live locally and travel independently.

Essential Experience

- Previous experience as a senior manager in a similar environment, eg. a museum/visitor or other cultural attraction, a tourism or marketing agency, a café/restaurant or retail environment or events/conference facility;
- Previous experience in a commercial role and/or experience of financial management at an appropriately high level of budget responsibility or complexity and/or in a target-driven environment;
- Previous experience of managing a small to medium-sized team;
- Previous experience of corporate or charitable fundraising.

Desirable Experience

- Experience of working within a customer service environment with a track record of good customer relations;
- Experience of marketing and promoting goods or service or working on a marketing campaign;
- Experience of working within a heritage, arts-based or similar cultural organisation;
- Experience of working with a charity and/or company limited by guarantee;
- Experience in the use of Epos, admission and/or CRM systems;
- Experience of using IT systems for efficient management and communication of information;
- Experience of developing and working with stakeholders and external partners at a senior level.

TERMS & CONDITIONS

Salary: the starting salary will be offered at £30,000 / 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. 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, the Trust will require the successful candidate to join the PVG Scheme or undergo a PVG scheme update following the formal offer of employment being made by PPMBT.

Location: The post is based at Moat Brae, 101 George Street, Dumfries. Flexibility to work from home is available and may be encouraged in the circumstances of the current public health emergency.

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 autoenrolment 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.

Canvassing: Canvassing either directly or indirectly will disqualify. If you are related to a member of the PPMBT you must declare this at interview.

Notice period: Two months' notice of termination of contract by either party shall apply.