

Job Description



Job Title	Visitor Services Manager
Location	Fishbourne Roman Palace
Contract type	Permanent – annualised
Reports to	Head of Operations
Hours	Annualised Hours – 1924 per annum (including annual leave)
Main Purpose of the Job	<p>This post will be responsible for the front line operations of Fishbourne Roman Palace. The postholder will need to ensure that all income opportunities are maximised.</p> <p>You will be responsible for managing and reporting on all of the commercial activities across the site, operating within agreed budgets.</p> <p>You will directly manage the Visitor Services Team, with responsibility for ensuring that an outstanding visitor welcome is developed and delivered to all visitors on a daily basis and in doing so contribute to the Audience Development/ Property Business Plans for the site.</p> <p>You will have a passion for ensuring the highest standards of customer care and venue presentation and supporting the recruitment of Society membership and will develop robust front of house procedures, policies and risk assessments as required.</p> <p>This will include leading on development activities for the team and providing leadership in operational matters.</p> <p>You will act as Duty Manager and will have an eye for detail and lead the Visitor entrance/Museum area in terms of health and safety practices, procedures and visitor satisfaction.</p> <p>Using the Society's Access Gamma EPOS system, you will process ticket and gift shop sales effectively to maximise income and promote the Society's membership. You will ensure the North Wing is well presented at all times, including the retail area, toilets, museum and mosaics. You will take the lead in purchasing and managing retail stock on Access Gamma, manage the shop's merchandising and to research, develop and evaluate brand ranges for maximising retail sales, with central support.</p>

	<p>You will also provide event set-up support and will occasionally need to work outside usual hours for events, to generate increased revenue and enhance the visitor experience.</p> <p>You will work closely with the office team and Café Operator and liaise, support and train volunteers for the Museum.</p> <p>Overall, the Visitor Services Manager will lead the welcome area, ensuring that the department delivers outstanding customer service to meet, and exceed, our visitors' expectations and SAS targets.</p>
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Outline Accountabilities and Responsibilities:

<ul style="list-style-type: none"> • Act as day-to-day operational lead for Fishbourne Roman Palace. Ensuring all risk assessments, other H&S requirements and Standard Operating Procedures are all in place. • Overall responsibility for maximising income targets through retail sales. • Leading on event delivery, ensuring the site is set up and liaising with the Marketing Team to maximise awareness. • Responsible for monitoring and reporting on all of the commercial activities across the site to management. • Welcome all visitors and site users to Fishbourne Roman Palace for an exceptional visitor experience, dealing with telephone and visitor queries as they arise and as Duty Manager dealing with any complaints or other issues. • Line Manage the Visitor Services team and volunteers, including providing them with training and development opportunities, timesheet coordination (and ensuring these are checked and sent to payroll), organising holidays and rotas. Carrying out annual appraisals and organising team meetings. • Process ticket sales appropriately and in accordance with SAS guidelines, promoting and selling SAS membership, Gift Aid and guidebooks to all visitors and ensuring the visitor services team achieve targets on this. • Support the promotion of SAS, the Collections Discovery Centre, events and other sites to all visitors both face to face and put out relevant posters, leaflets, A Boards and pop-ups as needed. Contribute content where applicable for the site and to the Society's social media channels and website. • Monitor all the site commercial activity, providing evaluation data for the Head Of Operations and Head Of Commercial Activities and manage the shop's stock ordering and merchandising, following agreed budgets. Research and develop brand ranges for the retail offering and to regularly evaluate and adapt the positioning of merchandise, ensuring products are well promoted and rotated to increase retail sales. Ensure that all cash handling, floats and cashing up procedures are done correctly and following SAS guidelines. • Ensure on a daily basis that the visitor entrance area/Museum is presented and organised is to a high standard both visually and from a H&S point of view. This includes visual merchandising in the retail area and ensuring the shop is well stocked. Keep the leaflet areas tidy and well stocked. • Be responsible for the locking and unlocking of the site at the beginning and the end of the day. As well as ensuring the site is open and all areas are running for visitor experience. Responsibility for ensuring the site is well maintained for visitors, including general cleaning. • Along with the rest of the Fishbourne staff team, be willing to assist with general safety and security on site and be the lead for this in the visitor entrance

area/Museum to the Head Of Operations . This includes acting as a Fire Warden to ensure the safe evacuation of the visitor entrance area/Museum in case of the fire alarm sounding and responsibility for the site First Aid boxes, as well as being a First Aider.

- Coordinate all group bookings on Access Gamma and with the Office Administrators and Education Officers. This may include responding to all group enquiries; updating and processing booking forms; inputting and maintaining bookings on the Access Gamma till system.
- To assist with arranging and supervising the yearly programming, such as events, activity days, talks, workshops and private events, ensuring that all required resources are available and that visitor operations run in an efficient and welcoming manner. This could include working additional shifts on event days.
- To work with all departments to regularly evaluate visitor experience, collecting and analysing data and to contribute to grant applications and sponsorship opportunities.
- Undertake training as necessary and attend staff meetings as requested. Cascade information to the rest of the team as appropriate.
- Willingness to work at other SAS sites as required.
- An understanding of equality and diversity and how to carry out the role ensuring that the Society's equalities obligations under the Equalities Act are met.

In addition, the job holder has a responsibility to undertake any duties that might be reasonably expected by the Head Of Operations.

This job description sets out the accountabilities of the post which may vary from time to time without changing the general character of the accountabilities or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading or pay of the post.

Person Specification

Job Title: Visitor Services Manager, Fishbourne Roman Palace

Criteria	Competency	Essential
Education & Qualifications	<ul style="list-style-type: none"> GCSE level or equivalent in Maths and English Holder of First Aid at work certificate Confident in use of EPOS systems and Microsoft packages 	X X X
Knowledge & Experience	<ul style="list-style-type: none"> Demonstrable experience of Duty Management and what this entails. Carry out, review and deliver risk assessments Able to manage budgets and control expenditure Demonstrable experience of event planning Excellent communication and interpersonal skills, both with adults and children of all ages and backgrounds Experienced and confident in presenting information to a wide variety of audiences Previous demonstrable experience in a museum, heritage sector, tourism or customer facing role Experience of Cash handling Demonstrable interest in history/heritage Knowledge of Roman history Able to manage and lead a front of house team 	X X X X X X X X X X X
Key abilities and skills	<ul style="list-style-type: none"> Excellent customer care skills with an ability to deal with difficult situations. Confidence to work alone as well as part of a wider team. Ability to communicate well and clearly with a diverse audience. Ability to promote offers/membership and to inspire the team to encourage membership sales. Ability to train and develop new staff. 	X X X X X

Personal attributes and behaviours	<ul style="list-style-type: none"> • Reliable and able to work unsupervised. 	X
	<ul style="list-style-type: none"> • Professional manner and appearance. 	X
	<ul style="list-style-type: none"> • Self-motivated and proactive attitude. 	X
	<ul style="list-style-type: none"> • Impeccable ambassador for the site and the Society. 	X
	<ul style="list-style-type: none"> • Flexible attitude to duties and willingness to work flexibly 	X

February 2024