

Job Description: Commercial and visitor experience manager (1 year contract, maternity leave cover)

Responsible to: Chief executive

Employees or volunteers directly supervised: Front of house manager, merchandiser/buyer, filming and public events manager, marketing and communications manager, business support manager, volunteers

Salary: £46,000-£49,000 pa

Background

Fulham Palace is a truly remarkable place. For centuries, this Grade I Listed building situated in extensive grounds by the River Thames was the country residence of the Bishops of London. The Palace is now managed by Fulham Palace Trust, which is inspired by a vision to restore our nationally significant historic buildings and grounds to their original beauty and to provide outstanding facilities for the local community and visitors from farther afield. We have a shop, café, museum and an active learning and public events programme.

As commercial and visitor experience manager you will be a customer focussed, energetic and proactive individual with experience of generating commercial income, excellent organisational skills, highly developed communication skills and demonstrable experience of working in a visitor facing environment within the heritage sector.

Job Summary

The post holder will be responsible for commercial income and visitor experience on site, to the value of £550k pa. This will include developing location/venue hire income, managing the contracts for café and weddings/functions, managing the retail function, supporting the front of house team to provide an excellent visitor experience, and working with colleagues to raise the public profile of the Palace and to deliver a high quality events programme.

Core Duties

The post holder will:

Income generation and business development

- Contribute to the development and annual review of the Trust's business plan;
- Achieve or exceed the annual commercial operating income targets set out in the business plan;
- Work with the marketing and communications manager to maximise all marketing, website and social media advertising to meet agreed KPIs and commercial income targets;
- Ensure all areas of commercial activity are in line with the Palace's brand, vision and aims;
- Grow commercial income sustainably and taking account of the visitor experience, proximity of neighbours and other activities on site;
- Build relationships with other similar sites in order to know industry best practice and ensure pricing is consistent with other similar sites;
- Take account of health and safety and compliance, including operating under the standards and limits set in the Management Agreement with Historic England (HE) in relation to the site's scheduled ancient monument status.

Events and venue hire

- Be responsible through the filming and public events manager for devising and managing an effective and inspiring ticketed events programme based on research and customer profiling;
- Secure high profile partners to deliver one or more income generating events per annum, e.g. fairs and weekend concerts, and ensure they reference Fulham Palace on any marketing materials.

Filming and photo shoots

- Be responsible through the filming and public events manager for marketing and networking within the film industry and developing Fulham Palace's appeal as a friendly and good value filming and photo shoot location;
- Ensure that filming and location contracts adequately reference Fulham Palace on any marketing materials;
- Ensure that film shoots take account of the historic nature of the site and that measures to protect the historic fabric (including the services of a project conservator where necessary) are put in place.

Retail

- Set the buying budgets for the front of house team – for both own bought and SOR craft merchandise;
- Oversee the buying plans to ensure appropriate ranges are stocked and that price and margins are appropriate;
- Maintain the merchandise standards to ensure a unique offering is presented to visitors;
- Ensure sales levels and margins delivered in line with budget;
- Seek advice from retail consultants as necessary to ensure the above.

Café & wedding and function contract

- Manage the contract with the catering contractor to achieve excellent food quality, customer service and financial return.

Visitor experience

- Work with the front of house team of staff and volunteers to ensure that all enquiries are dealt with promptly and that visitors receive an excellent welcome;
- Manage the duty management rota to ensure cover seven days per week;

- Provide training to staff and volunteers across the site to ensure that the visitor experience is excellent;
- Work with the membership and individual giving manager to ensure that the importance of donation and membership income is recognised by the front of house and retail teams and support upselling in order to reach targets;
- Ensure that appropriate IT systems and processes are in place to deliver a first class visitor experience during public opening hours, capturing visitor information and selling tickets and retail products;
- Be a point of contact for visitors and interested parties, dealing with complaints, comments and general enquiries;
- Monitor online review sites, e.g. Trip Advisor, and respond to online comments and complaints in liaison with the marketing and communications manager;
- Use customer profiling and research to ensure that all facilities on site are accessible, appropriate and relevant to our audiences;
- Be responsible for all aspects of the presentation of Fulham Palace in terms of quality of interpretation, signage, information leaflets, on-site posters and banners, working with the marketing and communications manager to ensure consistent use of brand and tone of voice;
- Be responsible for off-site signage and interpretation in the vicinity, working with the marketing and communications manager as above.

Safety, Security and compliance

- Act as a key-holder and participate in the duty management rota and call out rota;
- Act as a Designated Premises Supervisor and ensure that the premises licence and wedding licence conditions are adhered to;
- Act as Designated Safeguarding Officer in relation to the protection of children and vulnerable adults;
- Implement any instructions or procedures set down for the front of house team by the facilities manager (FM) to ensure that the Palace and gardens are opened, closed and appropriately secured at the prescribed times;
- Follow the requirements for security and care of collections on display as set by the facilities manager and the curator respectively.

Financial management and risk

- Review expenditure monthly to ensure spend is in line with budget;
- Ensure that all clients and partners are billed accurately and promptly;
- Liaise with the FM to ensure that adequate insurance is in place for any special events.

Volunteer management

- Support the front of house manager and merchandiser/buyer to recruit, manage and develop a team of volunteers at front of house and in the shop;
- Recruit, manage and develop a team of events volunteers;
- Provide relevant training, support and development for volunteers;
- Build in mechanisms for ongoing evaluation and feedback with volunteers.

Other

- The post holder must take reasonable care for the health and safety of themselves and of others who may be affected by their acts or omissions at work;
- The post holder will actively follow FPT's policies including Equality and Diversity and Safeguarding;
- Occasionally situations may arise that require the post-holder to perform other duties or tasks as may be reasonably requested by Fulham Palace Trust.

Dimensions of the role

Fulham Palace Trust is comprised of a small team of 25.65 FTE. The CVEM will report to the chief executive. The post-holder will be required to work some weekends and evenings as the public and family events programme dictates, and will be expected to cover one weekend day per month as duty manager.

PERSON SPECIFICATION

POST: CVEM, Fulham Palace

We are looking for an energetic and proactive individual with experience of generating commercial income, great organisational skills, highly developed communication skills and demonstrable experience of working in a visitor facing role within heritage or museums.

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge:

Essential

- A relevant degree or equivalent proven experience
- Knowledge of commercial activities, e.g. retail, catering or events

Desirable

- A knowledge of commercial activities within a heritage context
- NEBOSH or IOSH Managing Safely qualification
- BIIAB Level 2 (or similar) personal licence holder

Skills:

Essential

- Demonstrable customer service skills and a desire to exceed customer expectations
- Entrepreneurial
- Outstanding communications skills, both written and verbal
- Positive and enthusiastic approach
- Self-motivated achiever and able to motivate and inspire others
- Strong administrative and organisational skills
- An effective team worker
- Good time management
- Ability to balance complex stakeholder interests in a constrained site
- Good computer skills including Word processing, Excel, and PowerPoint
- Commitment to FPT's Equality and Diversity policy and the ability to work harmoniously with colleagues, suppliers and customers of all cultures and backgrounds
- Commitment to FPT's policy and procedures on working with children and adults at risk

Desirable

- Keen interest in the history and heritage of Fulham Palace
- Familiarity with museum collections and historic fabric and their care and presentation

Experience:

Essential

- Senior leadership experience
- Practical experience working within a museum or heritage environment
- Experience of generating commercial income
- Practical experience of monitoring and managing budgets
- Experience of managing staff and volunteers
- Experience of events management

Desirable

- Previous experience of managing and developing a heritage or visitor attraction while operating a functions, events and venue hire business
 - Experience of managing contracts or service level agreements
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