

## Kent County Council

Job Description: *Visitor Experience Manager -Feb 2025*

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**Directorate:** Growth, Environment and Transport

**Unit/Section:** Kent Country Parks

**Grade:** KR9

**Responsible to:** Country Parks Operations Manager

### **Purpose of the Job:**

To provide leadership and supervision of the area-based visitor services, education and events teams to ensure an enjoyable experience for all visitors to the parks, ensuring the smooth running of all visitor services functions including retail, events, team building, venue hire, birthday parties, educational visits, training and customer interaction.

To ensure the continued commercial growth of the visitor and education services through continuous monitoring, improvement, review and innovation in order to meet and exceed income requirements now and into the future.

### **Main duties and responsibilities:**

- Line manage the site-based visitor services and events staff and resources across all visitor services to ensure that these are available when and where needed. This will involve managing staff and resource rotas and ensuring that materials and equipment are co-ordinated across multiple sites throughout the service. Ensure that customer service is consistently excellent and that visitor services delivery processes are working effectively. At busy times, there may be a requirement to step in and assist with practical delivery. The post holder will be required to work a minimum of Saturday and Sunday for one weekend in four.
- Line manage the learning services team, including staff and resource management across all learning services to ensure that these are available when and where needed. This will involve

managing staff and resource rotas and ensuring that materials are co-ordinated across multiple sites throughout the service. Ensure that customer service is excellent and that learning services booking, administration and delivery processes are working effectively. At busy times, there may be a requirement to step in and assist with delivery.

- Devise, monitor, improve and review the annual events programme across the sites ensuring customer experience is balanced with profitability and that Country Parks events are competitively placed in the leisure market to maximise attendance.
- Monitor, improve and review the venue hire offering across the sites ensuring that a first-class service is delivered at all times, by professional staff and that customer expectations are consistently met.
- Review and position the corporate team building packages alongside other leading competitors to provide increased take up and maximum income generating capacity of this product.
- Devise, monitor and improve the learning services offered throughout the Country Parks sites to ensure that programmes of learning meet the National Curriculum and provide maximum enjoyment for learners whilst maintaining profitability for the service.
- Act as Internal Verifier and Lead IQA for the service when delivering accredited qualifications and ensure that all requirements of the awarding body are met. Ensure that learning materials for adult learners are developed, monitored and reviewed to ensure continued improvement.
- Create a retail presence for the Country Parks gift shops that is both inspirational and in keeping with the service and that encourages secondary spend. Be aware of changes in retail trends that influence customer spending habits and ensure these are reflected in the retail offering of the gift shops.
- Work closely with Ranger Services, Comms & Engagement, Catering and other staff in your areas to ensure a balanced, team approach to income generation and conservation is delivered. This will include taking a lead role in developing other new and innovative projects and services aimed at generating income whilst enhancing the countryside visitor experience. This will require gaining an in-depth understanding of visitor needs and motivations.
- Work closely with and direct the Comms, Engagement & Marketing Officer to maximise income, visitor information, customer satisfaction and partnership working.
- Be responsible for the forecasting, expenditure and monitoring of agreed budgets for visitor services, learning services and events including reporting on anomalies or changes in financial priorities.
- Actively seek new funding streams to generate additional income, for example, by grant funding or HLF bids. Lead on writing and monitoring funding bids to ensure that opportunities are maximised and all requirements of bids are met during delivery.
- Act as the safeguarding champion working with the Safeguarding lead and deputy to ensure all staff are aware of their safeguarding responsibilities.
- Any other duty commensurate with the post as directed by the Operations Manager or other Senior Officer in his/her absence.

Footnote: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

# Kent County Council

## Person Specification: *Visitor Experience Manager*

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The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

<b>Qualifications</b>	Educated to degree level in relevant discipline e.g. leisure, tourism, hospitality or events management or significant equivalent experience in associated industry.  Holds, or is willing to train for, first aid certification and Internal Verifier and Lead IQA for Accredited training course delivery
<b>Experience</b>	Experience of working in a lead role in a similar leisure-focused and public-facing environment  Experience in supervising staff, ideally in a leisure, outdoor education, catering, retail or events management setting
<b>Skills and Abilities</b>	Excellent customer service skills and proven delivery of these in a public setting  Excellent communication skills – able to produce effective written material for public information. Able to speak in public confidently  Excellent “people” skills - able to get on well with and enthuse people from a wide variety of backgrounds  Ability to critically evaluate current business products and processes and generate ideas for improvement or innovation to ensure quality work is completed within budget by competent staff  Well organised and able to manage many complex and competing projects and activities at once  Commercially astute – aware of need for profit and marketing in Country Parks context and ability to generate creative ideas with limited budgets. Ability to handle cash accurately and account for cash/credit card sales.  Excellent computing skills, particularly in use of Microsoft Office, web-based communication systems and social media

<p><b>Knowledge</b></p>	<p>Awareness of environmental, countryside, outdoor education, leisure and recreational issues and how to manage the competing demands of public access and income generation</p> <p>Awareness of the role of marketing, effective communication &amp; engagement and monitoring tools</p>
<p><b>Kent values and cultural attributes</b></p>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"> <li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li> <li>• We are <b>curious</b> to innovate and improve</li> <li>• We are <b>compassionate</b>, understanding and respectful to all</li> <li>• We are <b>strong together</b> by sharing knowledge</li> <li>• We are all <b>responsible</b> for the difference we make</li> </ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision making</p>