

# Kent County Council

## Job Description: *Visitor Services and Events Manager*

---

<b>Directorate:</b>	<b>Growth, Environment and Transport</b>
<b>Unit/Section:</b>	<b>Kent Country Parks</b>
<b>Grade:</b>	<b>KR9</b>
<b>Responsible to:</b>	<b>Country Parks Operations Manager</b>

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

To provide leadership and supervision of the area-based visitor services 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 and customer interaction through associated activities such as training and education.

To ensure the continued commercial growth of the visitor services and events functions 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 a Saturday and a Sunday for one weekend in four.
- 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. Deliver increased occupancy of the venues by utilising marketing opportunities and targeted campaigns.
- Identify new opportunities to increase and refine the Country Parks offer. Utilise changes and trends in the market to the offering continues to evolve at the same pace as customer demand.
- 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.
- 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, Learning Services, 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.

- Take the lead role in electronic communications with customers including providing, reviewing and updating website content, ensuring the social media policy is implemented and adhered to and that appropriate marketing tools are used to promote the events and services and to provide the required customer information. Develop and deliver the marketing plan, with support from experts as needed and other Team Leaders, ensuring that all products and services are promoted and communicated using the most appropriate methods and that other staff are aware of their actions and responsibilities in relation to marketing activity.
- Be responsible for the forecasting, expenditure and monitoring of agreed budgets for visitor services and events including reporting on anomalies or changes in financial priorities.

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 Services and Events Manager*

---

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.

	CRITERIA
<b>Qualifications</b>	<p>Educated to degree level in relevant discipline e.g. leisure, tourism, hospitality or events management or significant equivalent experience in industry.</p> <p>Holds, or is willing to train for, first aid certification.</p>
<b>Experience</b>	<p>Experience of working in a lead role in a similar leisure-focused and public-facing environment.</p> <p>Experience in supervising staff, in a leisure, catering, retail or events management setting.</p> <p>Experience in a commercial or marketing environment.</p>
<b>Skills and Abilities</b>	<p>Excellent customer service skills and proven delivery of these in a public setting.</p> <p>Excellent communication skills – able to produce effective written material for public information. Able to speak in public confidently.</p> <p>Excellent “people” skills - able to get on well with and enthuse people from a wide variety of backgrounds.</p> <p>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.</p> <p>Well organised and able to manage many complex and competing projects and activities at once.</p> <p>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.</p> <p>Excellent computing skills, particularly in use of Microsoft Office, web-based communication systems and social media.</p> <p>Skills in marketing, communication and engagement and how this is applied to maximise potential.</p>

<b>Knowledge</b>	Awareness of environmental, countryside, outdoor education, leisure and recreational issues and how to manage the competing demands of public access and income generation.
<b>Behaviours and Kent Values</b>	<p>Kent Values:</p> <p>We are brave. We do the right thing, we accept and offer challenge.</p> <p>We are curious to innovate and improve.</p> <p>We are compassionate, understanding and respectful to all.</p> <p>We are strong together by sharing knowledge.</p> <p>We are all responsible for the difference we make.</p>