

Visitor Experience Manager

Job Title:	Visitor Experience Manager
Reports to:	Head of Visitor Experience
Responsible for:	Visitor Experience Officers, Visitor Experience Assistants, Visitor Experience Volunteers
Salary:	£23,500pa
Employment:	Permanent full-time contract.
Hours:	40 per week Including some weekends and evenings
Annual Leave:	25 days + bank holidays

Bath Abbey

Bath Abbey is a flourishing parish church in the heart of the UNESCO World Heritage City of Bath and with this a significant part of the City's rich heritage which reaches back to Roman times. Please visit our website on www.bathabbey.org

While the geographical parish has only a small residential population, our congregation is a gathered community from all over the City and surrounding area. We also welcome over 500,000 regional, national and international visitors and worshipers. Bath Abbey has around 26 staff, around 60 in our choirs, over 200 volunteers and over 450 in its congregations. It has 5 main income streams and annual operating turnover is around £2m.

We are committed to being an equal opportunities employer and to ensuring that everyone, job applicants, customers, and other people with whom we deal, are treated fairly and not subject to discrimination. We will do whatever is necessary to provide genuine equality of opportunity. We continuously review our policies and processes to support our aim to create a workforce as diverse as the nation the Church of England serves.

BATH ABBEY - FOOTPRINT PROJECT

After 10 years of planning, in May 2018, Bath Abbey commenced the main £11m construction phase of our £21m Footprint Project which has been partially funded by a £11m Heritage Lottery Fund grant. The build phase started in May 2018, is due to complete by October 2022 and will include:

- the carrying out of essential repairs to the floor of the Abbey;
- the installation of a new eco-friendly under-floor heating system using Baths unique hot springs as a source of energy;



- increasing the capacity of the Abbey to fulfil the Abbeyes mission as a place for people to come together
- the building of a Discovery Centre, Learning Centre, and Choir Rehearsal room

Overall purpose of the role

Bath Abbey attracts over 500,000 visitors a year. This role is responsible for leading, engaging, coaching and developing a team of staff and volunteers in the operational delivery of a high-quality visitor experience while delivering on the Abbeyes financial targets.

Background

The Abbey is going through a significant period of change and development. We are bringing our visitor facilities fully up to date, developing a new improved visitor experience and enhancing our education offer by developing formal and informal learning. Our facilities and activities will also be more accessible to residents from other areas and demographics in the city, those wishing to volunteer with us and / or those wishing to be part of the Abbey community. We're looking for: someone with vision and imagination to be part of our team; someone able to see the big picture and give attention to detail in order to ensure a high-quality visitor experience and; someone able to provide excellent coaching and bring best practice and innovation to help us deliver on our aspirations and vision.

Job Description

The scope of the job is:

- To ensure staff and volunteers provide a consistently high visitor experience, through role modelling and coaching, which results in regular visitor donations which are in line with the Abbeyes annual financial budget.
- To ensure that staff are engaged and that visitors receive a warm welcome and an excellent experience while in the Abbey
- To regularly evaluate and report on the quality of the visitor experience and the financial performance of the team.

Key Responsibilities

- Ensure all visitors receive a warm welcome to Bath Abbey.
- Ensure all staff and volunteers in your team have a strong knowledge of the visitor offer and are able to communicate this to our visitors.
- Ensure the Bath Abbey floor and all public areas are presented and maintained to a consistently high standard, ensuring they are clean, uncluttered, safe and attractively presented at all times.



- Monitor and respond to visitor feedback (including TripAdvisor) in a professional and timely manner.
- Line manage, coach and develop a team of Visitor Experience Officers, Visitor Experience Assistants and volunteers.
- Ensure all Visitor Experience staff and volunteers are appropriately recruited, inducted, trained and developed.
- Set and review standards for your team and coach them accordingly.
- Act as a role model to ensure consistently high levels of customer service are delivered.
- Ensure appropriate levels of staffing and volunteer support for the Abbey's welcome desk and floor.
- Lead regular briefings and meetings for visitor experience staff and volunteers.
- Support the operational delivery of exhibitions.
- Contribute to the development of, and lead when appropriate visitor focused events.
- Act as the Abbey's Accessibility Champion.
- Work with the Communications Officer to ensure all printed materials for visitors are produced in an engaging, accurate and timely manner.
- Work with the Tours Manager to ensure the smooth running of tours on the Abbey floor.
- Work with the Learning Manager to ensure the smooth running of learning activities and school visits on the Abbey floor.
- Work with the Retail Manager to maximise sales of appropriate products at the Abbey's visitor entrance.
- Support the Head of Visitor Experience in the production of reports and visitor evaluation.
- Achieve the delivery of the Visitor Experience Team budget.

Person Specification

Essential

- Minimum of 1-year experience working in a busy customer orientated environment, facilitating excellent customer service
- Line management and coaching experience
- A proven ability to deal with visitor complaints, handle demanding and difficult situations with the public, in a calm and confident manner
- A flexible, visitor focused approach
- Knowledge of different access requirements and how to assist visitors
- Clear and effective written and verbal communication skills
- Attention to detail and the ability to multi task in a pressured environment without compromising on quality
- A working knowledge of Microsoft Office software including Outlook, Word and Excel
- Able to work with own initiative without immediate assistance from manager
- Able to work as part of a team
- Previous cash handling/till reconciliation experience



- Experience of managing volunteers

Desirable

- A working knowledge of front of house ticketing systems
- Experience working in a public facing role at a visitor attraction
- Experience of Better Impact Volunteer Management Software

Special Requirements

- Regular weekend work will be required
- The candidate will be required to submit to an enhanced DBS clearance check

APPLICATION

To submit an application please send a full CV and covering letter of no more than one A4 page which explains why you are a suitable candidate. Please include the details of two references. References will only be taken up once an offer has been made.

Please send your CV and letter to Natalie Cox-Mullings, Human Resources Officer at ncox-mullings@bathabbey.org

Deadline for applications: Friday 24 March 2023, 5pm.

Please note: Due to the high volume of applications we receive, we regret that we are unable to respond to every applicant. If you have not heard from us by 1 April 2023 please assume you have not been successful on this occasion.

