



**Recruitment pack – Visitor Experience Manager**

# Rooting for people, plants & place

## Welcome to the Palm House

We are delighted that you are considering applying for a role with Sefton Park Palm House Preservation Trust. We are a charity that is responsible for the management and operation of Liverpool's much loved and iconic Palm House in Liverpool's Sefton Park. We work with our key partner Liverpool City Council, the owner of the building, to maintain and look after the beautiful building and plants from Liverpool's Botanic Collection.

Our organisational values are collaborative, community, inclusive, quality and sustainable.

These values guide our work as a team and with our visitors, communities and clients alongside our mission statement of "rooting for people, plants and place". Our key strategic aims are to:

- Improve the wellbeing of local residents
- Build understanding of the value of plants
- Provide opportunities for education & skills development
- Support pride in place
- Include and be representative of local diverse communities
- Sustain and diversify income.

Alongside our community and public programmes, the Trust raises its own income through private hires, a cafe and kiosk offer, donations and grants. All the income we raise funds the Trust's activities.

We hope you will find the information in this pack useful, but if you need any other information about the role then please don't hesitate to contact [kate.martinez@palmhouse.org.uk](mailto:kate.martinez@palmhouse.org.uk).

We look forward to receiving your application.

Best wishes,

Kate Johnson

CEO

## Visitor Experience Manager

Sefton Park Palm House, Liverpool, L17 3BP

£32,000 per annum

37.5 hours per week

### Job purpose

The Visitor Experience Manager at Sefton Park Palm House Preservation Trust (SPPHPT) is central to ensuring a consistent and excellent visitor experience. Reporting to the Head of Visitors & Communities, the role is responsible for ensuring an outstanding visitor experience for all visitors and will act as our main visitor champion. Ensuring that visitors have an excellent experience leading to high levels of satisfaction is central to increasing individual giving and encouraging higher levels of commercial spend.

The working pattern for this post is any five days out of seven, but usually the working pattern will be Sunday to Thursday. The post will include evening work when the Palm House is open late.

### Main responsibilities

#### Operation

You will:

- deliver an outstanding visitor experience through developing, mapping and measuring all aspects of the visitor journey (including pre-visit) and ensure any barriers to a great visit are minimised
- ensuring a warm and inclusive welcome for a diverse range of visitors, ranging from visiting from immediately local areas, Liverpool City Region, national visitors and overseas tourists.
- Establish a culture of continuous improvement in visitor experience and care.
- Lead on maintaining and improving access standards to ensure appropriate welcome for all visitors.
- Liaise with the Head of Visitors & Communities to ensure the Palm House story is embedded in welcome, programmes and interpretation schemes for the site.
- Develop and liaise with colleagues to deliver new initiatives that improve the visitor experience.
- Act as the lead duty manager ensuring there are consistent and embedded standard operating procedures and train all those acting as duty manager appropriately in these procedures.
- Support the Head of Visitors & Communities in ensuring standards of presentation are maintained to the highest level, through line management of the Housekeeping team, liaison with Liverpool Street Scene Services Limited for gardening and Liverpool City Council for maintenance issues.

- Ensure the Palm House' s risk assessments are adhered to through all visitor operations and act as the lead for the development of fire and emergency protocols with support from senior colleagues.
- Liaise with other colleagues around scheduling to ensure there is sufficient cover for visitor welcome and events.

## **Finance**

You will:

- Manage a delegated budget for visitor experience.
- Support the overall fundraising strategy for the Palm House
- Support the development of the strategic approach to individual giving working with the Head of Visitors & Communities
- Working to targets, deliver the Palm House' s strategy for individual giving, translating excellence in visitor experience into donations, memberships, memorials and other forms of giving.
- Liaise with the Finance Manager and Head of Visitor Communities to ensure departmental forecasts are monitored and achieved.

## **People**

You will:

- Provide line management for the Housekeeping Supervisor and Welcome Host teams.
- Provide guidance to other colleagues including volunteers as a member of the management.
- Provide appropriate training and support to colleagues ensuring understanding of key processes and procedures.

## **Social Impact**

You will:

- Support the Head of Visitors & Communities in carrying out evaluation to ensure we can evidence the social impact of the Trust and our delivery of our charitable purpose.
- Support work on co-production and partnerships with local communities

## **Duty Management Responsibilities**

During times when you are the assigned duty manager you will:

- Ensure opening and closing procedures for the Palm House are carried out ensuring the venue is safe, clean, presentable and welcoming for visitors.
- Act as lead fire marshall or lead contact in a fire evacuation or other emergency, liaising with internal colleagues and emergency services

- Manage any building issues during the day including liaising with external contractors as appropriate.
- Ensure health and safety risk assessments are followed and manage any health and safety incidents or near misses and ensure accurate recording and reporting through agreed processes.
- Lead and coordinate the response in an emergency situation such as a fire evacuation or medical emergency.
- Take the lead in resolving visitor or client complaints during the day.
- Act as a point of contact for the front of house teams (including where you do not have direct line management)

In the absence of colleagues occasionally, ensure food safety protocols are followed by the food and beverage team and ensure cash handling procedures are followed.

### **General Responsibilities**

#### **You will:**

- Deliver Health & Safety in relation to visitor experience
- Demonstrate commitment to Equity, Diversity and Inclusion
- Adhere to SPPHPT policies and procedures.
- Actively always embody the SPPHPT' s vision & values and act as an ambassador during working hours.
- The above is not an exhaustive list of duties and you will be expected as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

# Person specification

## Experience

- A demonstrable track record in improving visitor experience.
- Experience of delivering excellent visitor experience in a visitor attraction or heritage site.
- Experience of developing and delivering individual giving programmes such as donations.
- Previous experience in a line management role
- Volunteer management and development experience
- Experience of leading public programming for a range of different audiences.
- Experience of charitable fundraising through trusts and foundations and individual giving.

## Knowledge and skills

- Strong interpersonal skills with the ability to resolve conflict positively and with confidence
- Positive approach to problem solving and resolving challenges
- An honest and open approach to internal communication along with an awareness of the importance of discretion and sensitivity.
- Strong communication skills including the ability to write accessible and engaging text for a range of audiences.
- Ability to use initiative whilst adhering to Palm House procedures.
- Ability to manage contractors and third parties operating on site.
- Understanding of accessibility and its meaning in the heritage sector.
- Attention to detail and understanding of the importance of operational standards.
- Knowledge and understanding of Health and Safety Legislation.