



WADDESDON

**Job Title:** Visitor Welcome & Membership Manager

**Reporting to:** Visitor Services Manager

**Department:** Visitor Operations

Waddesdon Manor is a historic house open to the public located 5 miles north-west of Aylesbury. Created by Baron Ferdinand de Rothschild from 1874, it is home to the Rothschild Collection and was bequeathed to the National Trust in 1957. Today it is managed by a Rothschild charitable trust, The Rothschild Foundation. It currently welcomes 450,000 visitors a year to the property and has over 180 permanent staff members and 170 seasonal staff, working alongside 330 volunteers. It has one of the finest Victorian gardens in Britain, famous for its ornamental bedding, shrub planting and specimen trees, and its excellent horticultural standards. It also includes a working Aviary, The Dairy – a corporate and private event venue and offices, Windmill Hill Archive Centre, The Flint House, and The Five Arrows Hotel.

The Visitor Welcome & Membership Manager will be responsible for managing the visitor welcome operation for the property. They will enable everyone to feel welcome and have outstanding and exceptional experiences during their visit. They will be part of a broader team of staff on the property delivering excellent service to visitors, promoting communication across the site and joined up service provision. They will be also be responsible for the achievement of NT membership recruitment, onsite gift aid, raffle, companion guide book and multimedia handset sales targets.

### **Key Responsibilities:**

#### **Leading the visitor experience**

- Lead a culture of “exceptional service, every time, for everyone” within your team, supporting visitor engagement across the property and maintaining high standards of presentation and visitor welcome
- Work in close collaboration with other departments to maintain the high standards of management and presentation of Waddesdon to visitors
- Manage the daily operation of the Welcome Pavilion and Visitor Information & Bags buildings, and the rota arrangements for all staff and volunteers based there
- Work frontline as part of the admissions and membership team on an agreed working pattern basis, to be agreed with the Visitor Services Manager (VSM) and Head of Visitor Operations (HVO)
- You and your team will enthusiastically provide visitors with information about Waddesdon, its history, as well as things to see and do, and in so doing deepen their connection to Waddesdon

## Leading people

- You are responsible for managing the paid Visitor Services Assistants and the Volunteer Welcome Host & Raffle teams
- Help to create a great place for your staff and volunteers to work in. You will recruit talented and enthusiastic people, develop and coach them, driving strong performance through setting clear objectives and giving regular feedback and reviews
- You will be an excellent team player, working alongside and supporting colleagues

## Developing business

- Seek out opportunities to drive income and innovation, harnessing ideas from your team and visitor feedback
- Motivate your team to have excellent product knowledge, both of Waddesdon and the National Trust, to promote NT membership, in order to generate sales and revenue from across the visitor experience
- Analyse visitor statistics and membership results in order to contribute to the property business plan
- Develop an excellent working relationship with the NT on all matters relating to Membership, and ensure that Waddesdon is part of the overall NT strategy for Membership development
- Consider the potential for offsite NT membership recruitment and set appropriate income and cost budgets with the General Manager (GM) and HVO

## Managing financial performance

- Achieve agreed targets for NT membership onsite and offsite recruitment
- Achieve agreed targets for onsite Gift Aid conversion, conservation raffle project, Companion Guide sales and multimedia handsets
- Train your team to have excellent product recruitment knowledge, and to promote the benefits of Gift Aid, and payment by direct debits
- Maximise sales and income generation onsite for the benefit of our conservation cause; such that the profit from admissions, events, and membership can be reinvested into the property
- Manage and motivate the team of volunteer conservation raffle sellers, and agree an annual target for sales with the GM
- Ensure all cash floats for each building are arranged daily, and accounted for

## Managing risk

- Identify and manage risks including stock control and cash handling processes, ensuring compliance with relevant legislation and procedures
- Ensure that you and your team comply with regulations and procedures to protect the personal data of visitors, staff and contractors
- Monitor and control resources, taking action to keep on target including staff rotas and payroll costs

## Other Duties & Responsibilities

- Deputise for the VSM and HVO in their absence
- Act as a First aider for Waddesdon staff, volunteers and visitors (training and refresher courses provided)
- Act as a Fire Marshal (training provided)
- Support some of the out of hours events by acting as an occasional site Duty Manager, responsible for the operation of the event on the day or night as required
- To participate in the Staff and Volunteers' Forum
- To carry out any other reasonable task on request of the VSM or HVO

## Knowledge, skills and experience required

- Relevant experience in a tourist, heritage, or relevant visitor services environment
- Flexible customer-focused approach with experience in delivering high standards of customer service
- Experience of promoting products/services to targeted markets and the ability to identify membership recruitment opportunities
- Strong people management skills, including setting personal objectives and conducting development reviews
- Setting and delivering performance targets
- Ability to work under pressure, and sometimes manage difficult situations and complaints
- Good financial acumen to maximise income and control staffing costs
- Application of data analysis and numeracy
- Excellent people skills enabling strong relationships both internally and externally, to be built and maintained
- Strong written and verbal communication skills
- Good general IT skills (Microsoft Office)
- Prior experience of working with EPOS systems an advantage

## Terms & Conditions

- Permanent role
- Salary: £25,000
- At least 37.5 hours per week – Wednesday to Sunday and Bank Holidays.
- Occasional Monday, Tuesday and evening working will be required (time owed to be taken in lieu)
- On appointment, full-time staff receive 33 days/247.5 hours a year inclusive of public holidays. The holiday entitlement will increase to 34 days/255 hours after three years and 37 days/277.5 hours after five years' continuous service; after 10 years continuous service your holiday will increase to 39 days/292.5 hours
- Employer matched Pension Scheme up to 10%

- National Trust staff discount card for you and your partner providing entry to Waddesdon Manor and other NT properties, 20% discount in NT catering and retail outlets and the Five Arrows Hotel and 10% off Rothschild wines.
- Free parking

### Application

To apply, please send a current a CV and covering letter to [application@waddesdon.org.uk](mailto:application@waddesdon.org.uk) no later than 11pm on 13 January 2019.

Interviews are currently planned for Friday 25 January 2019.