

JOB DESCRIPTION

Job title: Visitor Services Manager - SSCP
Directorate: Corporate Strategy
Grade: 3

JOB CONTEXT/DIMENSIONS/RELATIONSHIPS:

Reports to: Park Manager
Manages: Visitor Services Officer
Casual and Volunteer teams
Liaison with: All internal and external stakeholders

NB This post is full time for 37 hours per week working 5 days across 7 as part of a rota and will include regular weekend and bank holiday working, and some evenings.

JOB PURPOSE:

- Develop, manage and implement a high-quality visitor experience across SSCP in relation to events, hospitality, retail operations and visitor engagement.
- Continually seek income generation opportunities to meet income targets and deliver operating plans.
- Manage and develop the visitor support team to ensure the delivery of quality service across all areas of the park.

KEY ACCOUNTABILITIES:

- Lead the SSCP team in the delivery of:
 - Food and beverage/hospitality offer
 - Retail offer
 - Private hire and events programmes
 - Visitor Engagement
- Develop and manage the visitor services team to deliver exemplary service across all elements of their role, ensuring staff are provided with up to date and timely information with regard to events and activities across SSCP and have adequate training in relevant areas of work.
- Develop and manage staff rotas to ensure hours are covered (7/364) efficiently and effectively and peak periods are adequately managed within budget.
- Network with internal and external colleagues; service and product providers; partners and the public to build relationships and maximise opportunities.
- Recruit, lead and develop a volunteer team to support the delivery of the Visitor Experience within SSCP.
- Contribute to the development and implementation of the annual operating plan.
- Ensure all records and reporting needs are met and provide regular reports across key areas of responsibility including budgets, health & safety, performance indicators etc.
- Contribute to the development and implementation of the annual operating plan.
- Supported by the central SDNPA central communications team, coordinate the day to day marketing, website and social media content for SSCP
- Ensure full compliance with all legal requirements and SSCP/SDNPA policies and procedures, including:
 - Health and safety
 - Food hygiene
 - Budget management

- Staff management
- GDPR
- Other duties requested by the SDNPA in line with the grading of this post

- **CORPORATE RESPONSIBILITIES:**
- Maintain awareness of and compliance with the ethical, legal and policy framework within which the organisation operates including, but not limited to:
- Authority Purposes and Duty
- Performance Development Review Scheme
- National Park Circular 2010 and any subsequent updates
- Data Protection requirements including General Data Protection Regulations (GDPR)
- Freedom of Information Act
- Officers Code of Conduct
- Member/Officer Protocol
- Health and Safety Policies and Procedures
- Equality and Diversity Policy
- Information Technology User Policy
- Information Security Policy
- All policies/procedures and guidance related to the designated role