

Candidate Information

Position: Visitor Services Manager
School/Department: Student and Campus Life
Reference: 24/111585
Closing Date: Friday 9 February 2024
Salary: £37,841 - £45,148 per annum.
Anticipated Interview Date: Thursday 7 March 2024

JOB PURPOSE:

Reporting to the Acting Head of Commercial and Visitor Experience, the Visitor Services Manager will play a lead role in the efficient management, promotion and delivery of visitor services and associated commercial operations on campus to include: The Queen's Welcome Centre; Campus Tours; University Gown Store and any other pop-up units as required. The post holder will also be responsible for the university's internal orders of branded and promotional goods and e-commerce site, contracts, developing and maximising the commercial and reputational opportunities. This role will also be key in contributing to the visitor plan and developing new services within the unit and ensure the delivery of a first-class customer experience which meets agreed KPIs aligned to the student, staff and visitor experience.

MAJOR DUTIES:

1. Promote, market, and manage visitor services on campus. Identify, implement, and develop new commercial and income generating opportunities to deliver on ambitious financial targets.
2. Recruit, train, motivate and manage a multi-disciplinary team of customer service and commercial staff to enable the successful delivery of strategic and corporate objectives, aligned to exceptional customer service.
3. Lead and manage The Welcome Centre as a profitable commercial operation, tourist information point and welcome reception for staff, students, and visitors to the University, exceeding agreed financial and customer KPIs.
4. Responsible for the university's branded and promotional goods e-commerce site. Ensuring brand integrity across a range of products which provide optimum brand impact and meet the needs of the university, maximising commercial opportunities and proactively promoting the service to increase awareness and revenue.
5. Responsible for the management and delivery of Campus Tours, audio, and in-person. Recruit, train and manage a team to deliver and support the needs of all external and internal visitors across all areas of the University, including but not limited to, Global Marketing, Recruitment and Admissions, People and Culture and Civic Engagement and Social Responsibility.
6. Contribute to a business growth strategy for campus tours by working closely with external organisations to maximise marketing, sales operations and drive revenue. Develop, manage, and maintain relationships with inbound Tour Operators and tourism bodies to promote tours and build a strong pipeline of bookings.
7. To manage the University Gown Store including procurement, supplier account management, stock control, analysis, and ordering. Ensure the effective running of Summer and Winter Graduation gown hire and external hires throughout the year. Responsible for the recruitment and training of temporary teams to ensure a first-class customer experience. Maintain and manage stock with a high value.
8. To assist with the management of the pop-up retail space in One Elmwood, liaising with the Estates Directorate on opportunities, tenancy arrangements and be responsible for managing the tenant relationship.
9. Monitor competitor activity, bringing forward and implementing changes which reflect market trends. Based on market research bring forward innovative ideas to realise improvements commercially and experientially through best practice benchmarking across multiple sectors.
10. Budgetary responsibility for Welcome Centre, Gown Store and e-commerce sales. In conjunction with senior management, agree ambitious budgetary targets, control income and expenditure and maintain financial records to ensure planned level of profitability and productivity is achieved to ensure economic viability.

11. Manage service level agreements and third-party contracts relating to The Welcome Centre, E-commerce site, and University Gown Store. Responsible for the tendering, purchasing and management of these contracts to ensure value for money and alignment to the corporate objectives of the university.
12. Responsible for ensuring that all services within areas of responsibility are monitored monthly against Key Performance Indicators and that feedback and corrective action is taken to address any areas which are not meeting planned targets.
13. Undertake project management at university wide level. Attend and contribute specialist advice to various working committees and other relevant University groups, including new development projects.
14. Ensure compliance with Health and Safety management, risk management, and financial management and that all staff have been appropriately trained to perform the role expected of them.
15. Be responsible for dealing with all customer queries and enquiries and solving operational challenges whilst on duty including outside of normal office hours, within the Visitor Services and Commercial Operations portfolio. Deal with more complex queries as required.
16. To deputise for and represent the Interim Head of Commercial and Visitor Experience at meetings and events, as required.
17. Any other duties as reasonably requested by management.

ESSENTIAL CRITERIA:

1. A primary degree or equivalent qualification in a relevant subject, PLUS significant relevant experience in a commercial, retail, tourism, or visitor experience role. Candidates who do not have the appropriate qualification but demonstrate evidence of substantial relevant experience on-the-job experience, demonstrating development through involvement in series of progressively more demanding relevant work roles e.g., a middle management role in a commercial, retail, tourism or visitor experience role involving large numbers of customers and leading a team of staff will be considered.
2. Managing multi-disciplinary commercial team.
3. Experience of identifying and establishing new commercial opportunities.
4. Proven supervisory/line management experience including overseeing and developing work which will deliver clear outputs and dealing with staff-related issues.
5. Experience of budgetary management.
6. Experience of managing health and safety within a commercial, retail, tourism or visitor experience environment.
7. Experience of managing third party contracts and commercial relationships.
8. Experience of developing innovative solutions and contributing to strategic planning.
9. Experience of management of an e-commerce retail site.
10. IT literacy and/or ability to use computer package(s) relevant to the area of work.
11. Evidence of legislative regulations pertaining in and implications of non-compliance.
12. Excellent organisational skills.
13. Excellent oral and written communication skills.
14. Must have good interpersonal and communication skills, including the ability to persuade, motivate and organise others.
15. An ability to deal with issues of confidentiality and sensitive situations.
16. Able to work in a busy customer facing environment and deal with pressure in calm and confident manner.
17. Commitment to high standard of customer care.
18. An ability to work effectively across teams in a complex organisation.
19. Ability and willingness to work flexible hours to meet business needs e (i.e., evening, weekend, public holiday work on a regular basis).

DESIRABLE CRITERIA:

1. A postgraduate qualification.
2. Customer Service Training Qualification.
3. Experience of sales or other income generation.
4. Experience of managing academic costume hire in a HE environment.
5. Experience of delivering customer service training to teams within a public facing environment.
6. Experience of being involved in a tender process for retail.
7. Experience of writing and presenting reports at management level.