



Role Profile

Job Title: Head of Visitor Experience	
Managed by: Chief Executive, Waddesdon	
Department: Visitor Experience	Location: Waddesdon Manor

Waddesdon is an historic house and garden open to the public. Created by Baron Ferdinand de Rothschild from 1874, it is home to the Rothschild Collection.

Waddesdon's collections are exceptionally rich in fine and decorative arts of the 18th century, assembled by three generations of the Rothschild family. Since 1957 the Manor has been owned by the National Trust and today it is managed by a charitable trust, The Rothschild Foundation, under the chairmanship of Lord Rothschild.

Waddesdon welcomes around 350,000 visitors to the property each year and we offer a programme of changing exhibitions, talks and tours, family activities and public events. Visitors are both National Trust members and paying visitors, and the income from our shops, restaurants, events and filming helps support opening the Manor to the public, our education programme and the care of the buildings, collections and gardens.

Overall purpose

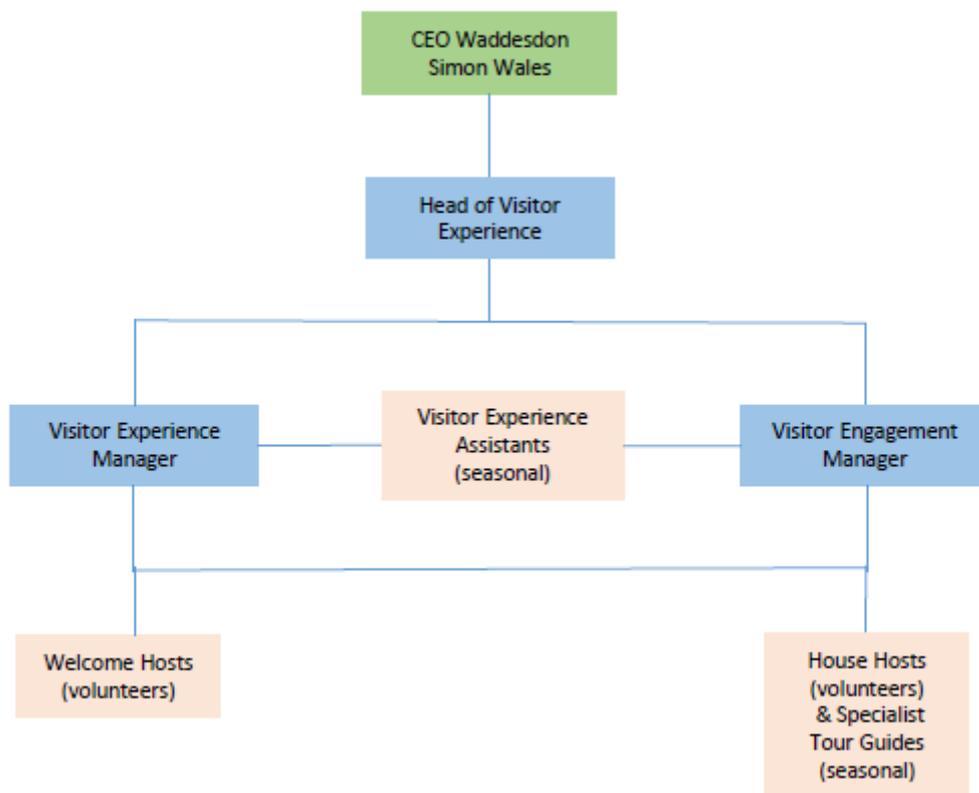
The Head of Visitor Experience is a senior position within the organisation, with overall responsibility for delivery of a seamless visit during varied opening hours throughout the year.

The Head of Visitor Experience will play a role in strategic planning and development for Waddesdon, contributing to ideas and delivery of future events, ticketing, exhibitions, and year-round thematic programming.

The Head of Visitor Experience will provide motivational and inspiring leadership to the frontline teams who look after visitors, championing excellence in recruitment, training, customer best practice, accessibility and delivering a friendly and welcoming offer across the site.

Working Wednesday to Sunday throughout the year, they will be experienced in managing and delivering a large daily visitor operation and ensuring the best use of staffing and resource across the property.

They will work very closely with a core team of senior staff including the Chief Executive, Director of Collections, Gardens and Historic Properties, Head of Marketing & Communications, Head of Public Events & Filming, Gardens Manager, Head of Security & Transport, Head of Catering & Retail, Health & Safety Manager and the Head of Volunteering, amongst others.



Key areas of responsibility

1. Involvement in the advance planning for each Waddesdon season, working closely with the CEO, Head of Marketing & Communications, Head of Public Events and colleagues to agree opening dates, times, and pricing and set-ups for all ticketing and packages
2. Shaping and agreeing the ticketing journey both in advance and on the day, working closely with the Head of Marketing & Communications, and together liaising with our technical partners (currently See Tickets)
3. Work closely with the CEO and Head of Marketing & Communications to explore options for future ticket platforms and visitor journey, working with SEE tickets for current temporary operation

- 4.** Work collaboratively with events, catering, transport, collections and gardens colleagues to agree all weekly operational requirements, and ensuring that all logistical and staffing plans are agreed and in place in advance
- 5.** Develop and maintain excellent working relationships with other properties, taking inspiration from their Visitor Experience initiatives, and bringing new ideas and benchmarking to Waddesdon
- 6.** Work with the CEO and colleagues on ongoing plans to develop and improve the site infrastructure and ensure that the needs and expectations of all visitors are met and exceeded
- 7.** Lead the Visitor Experience management and staffing teams, leading by example and creating the friendly and welcoming culture that Waddesdon offers to all visitors. Leading on recruitment, selection, induction and training, and ensuring that all Visitor Experience staff and volunteers are working together to deliver an excellent experience
- 8.** Working closely with the Head of Volunteering to expand and develop the volunteering programme and the way in which volunteering can support the overall visitor experience
- 9.** Take great pride in visual presentation and standards across the property, making continual improvements and working with Facilities, Communications, Collections and Gardens colleagues to rectify any issues or agree changes
- 10.** Play an active role in managing any incidents on site, and act as a lead responder in any first aid, fire evacuation or other incidents
- 11.** To train as a “White Hat” as part of the Waddesdon Disaster Response Team, and to be expected to take a leadership role in the event of a major incident
- 12.** Manage the department staffing and resource budgets, agree all staffing budgets with the Finance Director and the CEO, and budget for annual income deriving from membership sales, gift aid, buses and parking, guide books and certain events
- 13.** Ensure the smooth operation of large events by working with the Head of Public Events to plan, coordinate and manage large events and activities
- 14.** Lead the management of the visitor car park and admissions area, including planning for the busiest days during the Christmas season and other large events
- 15.** Consider the future of the Enquiries telephone and email services, working closely with the Head of Marketing & Communications to agree the future plan and staffing

Skills & Experience

The Head of Visitor Experience will have substantial experience in a similar role ideally within a cultural organisation or visitor attraction, with a sound knowledge of operational management.

An excellent communicator and motivator, they will be a people person, with a friendly and approachable style, and able to work well with a wide range of staff and volunteers.

They will be experienced in managing budgets including staffing costs and rotas, ensuring best use of sometimes limited resources.

An inventive problem solver, they will be able to cope with the pressure that sometimes comes with managing a large visitor operation, and the requirement to think on their feet.

They will ideally have some experience and understanding of ticketing operations and software, and an awareness of developing technologies in these areas.

Application process

Please apply in writing with a CV and covering letter outlining how your skills and experience match the needs of the role.

Applications must be emailed to application@waddesdon.org.uk with your name and Head of Visitor Experience in the subject line of the email.

Closing date for applications: By end of Sunday December 5th

First interviews: Monday December 13th

Unfortunately, we are unable to acknowledge every application. Please consider your application unsuccessful if you have not been contacted before the date of the first interview.

Place of work: This role is on site at Waddesdon, Wednesday to Sunday. Occasional Monday, Tuesday and evening work will be required, for which time will be taken in lieu, and also for Bank Holidays.

Contract type: Permanent, full time, a minimum of 37.5 hours per week

Salary: £40,000

Holiday: 33 days a year (including 8 public holidays), rising to 35 days on completion of three full years' service and up to 38 days after 10 years' service

Benefits: National Trust matched company pension scheme, up to 10% of salary
Staff discounts in our catering and retail outlets