



JOB TITLE: Visitor Experience Manager

WHO WE ARE

Hestercombe Gardens Trust (HGT) is an independent registered charity situated on the Quantock Hills near Taunton, Somerset, and is internationally renowned for its gardens spanning four centuries of design.

In 2013 the Trust acquired the Grade II* listed Hestercombe House, reuniting it with the gardens for the first time in over 60 years. In 2018 it acquired the freehold of the majority of the Grade I listed historic landscape, totalling 320 acres, including the farmland, period gardens and a number of estate houses and buildings.

HGT offers visitors high quality catering and is a popular wedding and conference venue. Within Hestercombe House we have an acclaimed contemporary art gallery offering an exciting programme of exhibitions and residencies. Throughout the year we run a variety of events and workshops to suit all age groups and abilities.

HGT has embarked on a major development programme that will bring together landscape, heritage, arts and culture, health, wellbeing and the environment. Our target is to raise £11m in order to repurpose Hestercombe House into a thriving, leading cultural centre with full public access.

We also intend to deliver an inclusive and holistic programme in partnership with local schools and care partners. This will provide specialist learning for vulnerable people with complex mental health needs, social and learning difficulties as well as widening access, especially to those living in areas of social deprivation.

LOCATED AT: Hestercombe Gardens, Cheddon Fitzpaine, Taunton

RESPONSIBLE TO: Head of Marketing and Communications

SPECIAL RELATIONSHIPS: All Heads of Department, Chief Executive, Managing Director, Creative Director, Head of Marketing and Communications, Senior Marketing and Communications Officer, Marketing and Events Assistant

LINE MANAGEMENT: No official line management duties but this role will regularly need to support and direct the day-to-day working of the Events & Marketing Assistant and may occasionally manage volunteer roles.

TERMS OF EMPLOYMENT: Full time 37.5 hours per week, but with the flexibility to occasionally work weekends / outside of office hours when necessary.

SALARY: £26,000 to £28,000 pro rata, dependent on experience

BENEFITS: 23 days holiday (plus public bank holidays) increasing with service. Family membership; Pension scheme; discount in restaurant and shop; free on-site parking

PURPOSE OF THE JOB: Support the Head of Marketing and Communications to plan and deliver regular events activities which contribute to an engaging visitor experience for Hestercombe's diverse audience and grow the commercial activities of the business. Managing, developing and delivering a full events programme which engages key audiences, attracts new visitors to Hestercombe, drives footfall on-site and contributes to membership recruitment. Supporting the Head of Marketing and Communications to deliver the overall marketing strategy.

PERSON SPECIFICATION

You'll have proven experience in delivering a high quality, engaging visitor experience and events programme along with associated marketing. You're an enthusiastic team player working within a dynamic environment but are also comfortable working on your own, a self-starter confident with using your own initiative to solve problems. Brilliantly organised, you'll be great at planning and managing multiple priorities and always deliver to the highest of standards, combining the needs of our visitors with those of the charity. You'll be happy working to deadlines on multiple projects with a flair for creativity, new ideas, constructive problem solving and testing new initiatives.

PRINCIPLE TASKS AND RESPONSIBILITIES

1. Take the lead in developing and executing an inspiring, engaging and commercially sound year-round events and experience programme, working closely with the Head of Marketing and Communications, which engages key visitor audiences.
2. Take operational responsibility for the smooth delivery of events to create a high quality and relevant visitor experience. Work at (on occasions) and manage the delivery of events along with the Marketing Events Assistant, temporary staff and volunteers to ensure that a consistently high standard of service is maintained throughout. Manage team members and volunteers to assist in the delivery of events, briefing them fully to ensure they are aware of their roles and responsibilities.
3. Develop an annual event and experience plan for all activities, gaining buy-in from all stakeholders, communicating with them in a timely and concise manner ensuring that each event can be delivered within our resources whilst delivering income for the charity.
4. Review each event alongside all stakeholders ensuring that learnings are captured from each team and implemented in future events.
5. Use the Merac content management/EPOS system to sell tickets for events, manage bookings and update internal databases. Analyse bookings and work with colleagues to recommend tactical marketing strategies to ensure events are well attended.
6. Manage, train and continue to build a volunteer and temporary team to assist with the delivery of events.
7. Manage education bookings and plan and deliver education sessions as needed.

8. Support the Head of Marketing and Communications to develop, maintain, promote and monitor visitor experiences and events on Hestercombe's website and social media platforms, copy writing and creating content to meet the diverse needs of our customers.
9. Support the Head of Marketing and Communications to brief, supply and print creative materials to market Hestercombe and its activities and events, gaining sign off from relevant stakeholders.
10. Work closely with our design agency to ensure creative material is on-brand, meets the required brief and is delivered on time.
11. Support the Head of Marketing and Communications to brief, manage and maintain all on-site marketing for events and visitor experiences, ensuring it's up-to-date, on brand and relevant, gaining sign off from relevant stakeholders.
12. Develop good relationships with local press and media to ensure the Hestercombe Gardens Trust is featured in a positive way supporting events and activities.
13. Work internally across the teams to promote a high quality service/brand at all visitor touch-points.
14. Monitor and analyse market trends and target markets.
15. Study competitors' products and services.
16. Project a professional and positive approach to all aspects of customer service.
17. Provide an excellent level of written and verbal communication.
18. Take reasonable care for the health and safety of yourself and of others who may be affected by their acts or omissions at work. Carry out risk assessments as required.
19. Undertake other reasonable duties, which are compatible within the overall scope of this appointment.

HEALTH & SAFETY, FIRE AND SECURITY:

All employees are expected to comply with Hestercombe's Health & Safety policies and procedures.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to Hestercombe Gardens Trust Instructions, Values and Behaviours.