

Events and Visitor Operations Manager

Role Description

Reports to: Museum Director

Terms: Full Time Permanent role.
28 days annual leave per annum including Bank Holidays
5 days out of 7 to include regular weekend working.
Salary from £28,700 to £31,700 depending on experience.

Role purpose

To lead events and visitor operations, raising income through developing and managing the group and corporate business, generating profit from retail and ensuring excellent service levels

You will manage, motivate and support a team of staff and volunteers to deliver all aspects of museum visitor business to include admissions, retail, group and corporate visits, family activities, volunteer guiding and school visits. There will be a strong emphasis on developing and delivering new group business to meet the museum's financial targets. Visitor evaluation will be essential to maximise visitor satisfaction and revenue.

You will be a key part of the management team. Proactive collaboration with other members of this team is essential in order to offer a consistently great visitor offer.

This role necessitates regular weekend work with days off taken in the week. Hours of work are approximately 9 – 5 with very occasional evenings for events. You will be included on the Duty Manager rota to help in the safe running of the site.

Main Responsibilities

- **Direct responsibility for planning, directing and coordinating the corporate and group events business.**
 - Develop client relations, understand needs, communicate well and ask for client feedback.
 - Clear and effective coordination with the Catering and Facilities teams
 - Develop and implement strategies to maximize revenue and profitability.
 - Work with the Marketing Manager to promote the venue space.

 - Deliver great onsite school visits, through the Schools Learning Officer and team of volunteers.
 - Co-ordinate with other managers the planning and delivery of museum wide events.
- **Manage the retail offer to maximise profit.**
 - Regular analysis of sales and the Gross Profit %
 - Lead on merchandising
 - Source new suppliers to enhance profit levels and the museum visit.
 - Present financial results on a monthly basis.
- **Lead the admissions team and guides to ensure a consistently great welcome and inspire the team to provide excellent service.**
 - Lead on family programming, for example Easter trails and Christmas offer.
 - Input into larger interpretation projects and temporary exhibitions.
 - Collate and evaluate visitor feedback, sharing with the wider team to review and improve our offer.
 - Ensure the ticketing system is fully operational and bookings processed accurately through training and monitoring.
 - Lead admissions team to open up and close down the site securely on a daily basis, ensuring you know whats going on around the site so you can communicate to the front line team.
 - Ensure income through Gift Aided tickets is at or above budget levels through staff and volunteer training and monitoring.

About your team

Your direct staff team will be 1 full time and 3 part time staff (0.9 fte admissions/retail; 0.4 fte retail plus 0.3 fte schools' officer) plus approximately 30 volunteers who provide essential help with guiding, admissions, events and school visits. You will work closely with the management team of Café, Facilities, Marketing, Heritage and Aviation Conservation Managers.

About you

You need to be well organised, proactive, have a good eye for financial detail and resilient when the unexpected happens. An important factor in the success of this role is working well with a range of people. Being able to lead a team, develop staff, communicate effectively and work with the skills of volunteers will be vital. Recruitment and development of new volunteers will be ongoing. Your attention to detail is essential in the planning and on the day running of group events. The role will be a mix of hand-on and off depending on the demands of the day and the team you have in place.

Essential Skills & Experience

- Experience of leading people. To include recruitment, training, delegation, team building and experience of handling challenging situations.
- Experience of working to budget and achieving financial targets
- Experience of running corporate events: costing, planning, and successful delivery with a close eye for detail
- Experience of delivering excellent customer service through a team
- Excellent communication skills and a collaborative approach to working with other managers and partners.
- Enthusiastic self-motivated approach to work, taking ownership and accountability for your own work and the ability to remain calm under pressure and resilient when things don't go as planned.
- Able to organise time effectively, creating work schedules, prioritising workload and meeting deadlines.
- Having a can do and positive approach.

Due to our location 5 miles from York and very limited bus service, use of a car is essential.

Desirable Skills & Experience

- Previous experience of working in a hotel, conference venue or similar
- Previous experience of working in a retail, museum or visitor attraction setting
- Qualification in hospitality or event management
- Experience of working effectively with volunteer teams
- Experience of collating visitor feedback and presenting in order to make improvements.
- Interest in aviation and history

This is an exciting time for the Yorkshire Air Museum, the numbers of visitors are at now their highest level since we started nearly 40 years ago. In 2023 we opened a new admissions and retail area alongside a playground. However there is still a way to go and a need to generate revenue to reinvest in the site for the conservation of our aircraft and buildings. One area of potential growth is the group business. We have a conference space for up to 100 which is perfect for small conferences and meetings, school visits as well as celebrations.

We are looking for someone to take ownership and build the corporate events and group business which hosted 25 events in 2023 without any direct promotion. You will be confident in decision making and leading by example, taking a hands-on role in providing excellent customer service. You will work closely with the Café Manager who will supply catering for the events.

Alongside the Group business you will oversee the admissions and retail offer on site. You will have proven experience in delivering great service for customers and this will be important as you lead the team of staff and volunteers.

Your excellent time management skills will ensure you carefully balance the hands-on elements of the role with the management aspects, regularly reviewing the finance to ensure a profitable business.

Ideally, we are looking for a candidate with experience of working in the events or hotel industry and is great at working with people. You will be experienced in delivering excellent service for a wide range of customers and it goes without saying you will be financially astute.

If you are looking for a change of role which involves weekend work, but very few evenings, has the challenge of building up new business in an unusual and historic setting we would like to hear from you. Take a look at the website to see what we are about.

To apply – please send to director@yorkshireairmuseum.org your CV and covering letter telling us how your experience and skills meet the role and your reasons for applying.

Close date: Monday 29th January 5pm.

Provisional Date for Interview : Monday 5th February