

**Birmingham Botanical Gardens is looking for an experienced and motivated Head of Commercial & Visitor Services and leader to join the Senior Leadership Team and lead the development and operation of commercial activities at the Gardens.**

The Gardens are in a period of change and have recently secured a Stage 1 NHLF grant towards a £14m capital project. The project aims to restore the historic glasshouses, upgrade site infrastructure and displays and improve the visitor experience for all. If you would like to be part of the dynamic team leading this project, we would be pleased to hear from you.

Birmingham Botanical Gardens (BBG) are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Gardens look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience, and qualifications. BBG are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts) if required.

<b>Role Title</b>	Head of Commercial & Visitor Services
<b>Team</b>	Commercial & Visitor Welcome
<b>Reports to</b>	Chief Executive
<b>Salary</b>	£45,000 per annum (2-year fixed term contract)
<b>Date Issued/Revised</b>	2-2-23

**Purpose of Role**

Head of Commercial and Visitor Services (HCVS) will be responsible for the day-to-day management and development of all visitor and commercial services activities. The HCVS will manage the relationship with the third-party caterer and lead the teams in improving and delivering an excellent visitor experience.

The HCVS is directly responsible to the Chief Executive (CE) and will line manage the Maintenance Manager, Welcome Supervisor, Events Supervisor, Retail Supervisor and lead a commercial and visitor services team (circa 10 FTE)

**Leadership**

- The HCVS will work closely with the CE to raise the profile of the Botanical Gardens locally, nationally and internationally by delivering exceptional visitor experiences at all points of the visitor journey
- The HCVS will work closely with Trustees and the CE to deliver BBG's strategic aims in both customer experience and commercial outputs to raise income for the charity

- The HCVS will line manage the department and a growing number of volunteers to deliver exceptional customer services at all stages of the visitor journey
- The HCVS will performance-manage all reports on an ongoing basis to develop a high performing, collaborative team culture. This includes training, and recruitment, induction and appraisals as necessary
- The HCVS will be responsible for volunteers working in commercial and visitor service areas and will be expected to spend time with both staff and volunteers providing supervision, support, instruction and training
- The HCVS will ensure the highest standards of customer care and when necessary, carry out practical hands-on work alongside other members of staff
- As a member of the senior leadership team and Head of Commercial and Visitor Services, the HCVS will be expected to be an active participant in scheduled and ad hoc departmental meetings

## **Responsibilities**

- The HCVS will lead and shape the management of the Gardens in terms of visitor experience and commercial offer, to ensure visitors enjoy a high-quality customer-service driven experience of national and international repute consistent with the organisation's brand values
- The HCVS will lead the development and operation of commercial activities to maximise the financial contribution to the organisation to allow it to deliver its charitable purposes
- The HCVS will work with the CE to co-create relevant strategies, including the commercial marketing plan
- The HCVS will lead the team to ensure that commercial and visitor service targets, as set out in the agreed business plan are delivered
- The HCVS will work with the CE, Development Manager, Head of Learning & Engagement and Marketing & Communications Manager (and relevant consultants) to deliver accessible and engaging marketing and interpretation of the site
- The HCVS will oversee the implementation of a new and effective retail offer (including developing an online offer) licensing, outdoors corporate hire, events, and new business development operations
- The HCVS will lead retail product development, sourcing and buying for the shop(s)
- The HCVS will work with the CE to lead and manage all catering relationships
- The HCVS will report to the CE and Board of Trustees as required, including the design and implementation of relevant analytics
- Any other duties and responsibilities that reasonably pertain to this role

This job includes the following hazards or safety-critical activities:

- Lone Working (infrequent)
- Work in hot or cold environments
- Driving on BBG business (infrequent)
- Infrequent manual handling

## PERSON SPECIFICATION

Area	Essential	Desirable
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Retail/ Visitor Welcome/Events industry in an increasingly online world (using Management Information systems/analytics to drive revenue and customer engagement)</li> <li>• Optimising visitor experience and drive visitor numbers and membership sign ups</li> <li>• Optimising admissions, gift aid and events income</li> <li>• Experience in designing and delivering visitor programmes and events</li> <li>• Investment and capital/revenue management</li> <li>• Ticketing, EPOS, and till systems which feed into accountancy software</li> <li>• Retention and loyalty schemes</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of leading Maintenance and Cleaning teams</li> <li>• Experience of managing third party catering contracts</li> <li>• An understanding of the not-for-profit sector, preferably showcasing a knowledge and interest in the broader botanical heritage and cultural sectors</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant senior level experience gained in visitor experience and retail and/or catering and/or wider hospitality industry</li> <li>• Proven track record and experience of managing significant turnover (currently circa £1.7m pre-project, rising to £5m post project) and of growing income streams, whilst managing costs</li> <li>• Experience of proposition development, licensing and pricing</li> <li>• Use of analytics to drive business decisions</li> <li>• Experience of leading and developing high performing, motivated teams</li> <li>• Experience of working with stakeholders to understand plans and requirement and translate them into clear deliverables</li> </ul>	<ul style="list-style-type: none"> <li>• Experience at a similar level of commercial or customer service operations within a visitor attraction, museum, art gallery or heritage setting</li> </ul>

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Inspiring leader</li> <li>• Customer focussed</li> <li>• Results orientated</li> <li>• Strategic thinker</li> <li>• Numerate and analytical</li> <li>• An eye for detail</li> <li>• Collaborative</li> <li>• Ability to process large volumes of data, rationalise and prioritise</li> <li>• Strong presentation skills</li> <li>• Excellent organisational and planning skills</li> <li>• Excellent people skills</li> <li>• Ability to work at pace</li> <li>• Resilient</li> <li>• Brave</li> </ul>	<ul style="list-style-type: none"> <li>• Visual Merchandising</li> <li>• Retail range planning</li> <li>• Branding</li> </ul>
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<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Contribution to development plans for improvements to infrastructure, facilities and services at the Botanical Gardens. This will involve consulting and liaising with staff, external organisations and contractors during planning and implementation</li> <li>• Work with the Friends of BBG to deliver Friends-related activities, as appropriate</li> <li>• The HCVS will produce written materials for the BBG website, annual report, and internal and external publications</li> <li>• Contribute information for written fundraising proposals and when appropriate meet and engage with existing and potential donors</li> <li>• Be aware of all BBG policies and procedures and ensure that these are adhered to by themselves and their team</li> <li>• This role is part of the Duty Management Team reporting to CE and will be on the Botanical Garden Duty Management rota</li> </ul>	
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	<ul style="list-style-type: none"><li>• Demonstrate a commitment to working as a full member of the Senior Leadership Team, assisting with other activities, sometimes working weekends and evenings</li><li>• Demonstrate an active commitment to equality, diversity and inclusion</li></ul>	
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**Terms of Appointment**

Location: Ideally the post holder would become part of our wider support team and will live locally.