



CLIFTON SUSPENSION BRIDGE TRUST

Job Description

Job Title: Front of House and Marketing Manager
Reports to: Visitor Experience Manager
Hours Worked: Full time – 37 hours/week including evenings, weekends and bank holidays as required.

The Clifton Suspension Bridge Trust is looking for a Front of House & Marketing Manager to join our dedicated team at the Visitor Centre. Based at the Clifton Suspension Bridge, the Front of House & Marketing Manager will recruit and co-ordinate Weekend Supervisors and volunteers in Front of House roles, overseeing daily duties, setting a rota and providing a warm welcome to the Visitor Centre. They will run the Visitor Centre shop, making decisions on displays, promotions and stock control and take the lead for marketing and public relations aspects of Visitor Services including social media. The postholder will help to deliver the visitor experience to the highest quality with a view to increasing numbers of visitors from diverse backgrounds.

This post will include some weekend, evening and Bank Holiday working (with time off in lieu available). The postholder will be subject to a DBS check.

Job Responsibilities

1. Deliver visitor services to the highest standards and support the increase in numbers and range of visitors to the Visitor Centre by:
 - Co-ordinate and rota Weekend Supervisors and conduct staff reviews
 - Support the day to day running of the Visitor Centre by Weekend Supervisors and volunteers
 - Delegate cleaning, maintenance and repairs to keep visitor facilities in good, clean working order
 - Set up and gather monitoring information to produce visitor reports
2. Make volunteers feel a core part of the team and able to apply as fully as possible their relevant skills, knowledge and experience
 - Recruit, induct and supervise volunteers and identify volunteer training opportunities, enrichment and celebration events.
 - Arrange volunteer shifts and maintain communication with all volunteers, particularly face to face and through weekly e-bulletins
 - Review and maintain volunteering policy and paperwork including monitoring safeguarding checks
3. Lead on marketing and public relations, within the Visitor Services Team to increase footfall and knowledge and understanding of the bridge

- Lead on marketing, working with the Visitor Services team to create promotional opportunities, plan marketing campaigns and develop promotional materials
 - Maintain the Trust's website content and generate compelling copy for the Trust's social media, e-newsletter, blog and online listings
 - Identify new marketing and communications opportunities
 - Respond to feedback, reviews, enquiries and other external digital communications
4. Develop the retail offer to enhance the visitor experience and increase profits for the Trust
 - Select and develop appropriate merchandise lines and price stock to maximise net profit
 - Control and record stock movement and undertake the annual stocktake
 - Organise visual merchandising and display including promoting new ranges, special offers and sale items
 - Programme the EPoS system, monitor sales and administer PCI:DSS compliance
 - Train and support volunteers in the EPoS till and donation collection
 5. Contribute to the development of other income-generating opportunities, such as venue hire, formal or informal educational content and new visitor resources.
 6. Other general duties as required

Job Skills & Qualifications

Required

- Relevant professional experience within a relevant sector
- Educated to degree standard or with a vocational qualification specific to the core duties of the role (e.g.: marketing, retail, volunteers)
- Excellent team working, communication and organisational skills
- Excellent communication, organisation and IT skills, including good working knowledge of graphics packages
- Strong oral and written communication skills
- Full driving licence and access to a vehicle to fulfil the travel requirements of the role

Preferred

- Experience working with or leading volunteer teams
- Experience in maintaining a corporate social media account
- Experience with Wordpress or similar web editing software
- Retail experience, ideally within a stocking/inventory role
- Knowledge of EPoS till systems
- Interest in Museums and Heritage

Mandatory

- DBS Certificate – all new employees will require DBS Checks