

The Silk Museum & Paradise Mill

Job Title:	Visitor Services & Enterprises Manager
Responsible to:	Museum Director
Responsible for:	Contracted FOH, Casual staff & Mill Guides, & Volunteers
Working with:	Commercial Manager, Education Manager, Operations Manager, Collections' Officer
Salary:	£24,215.63 pro-rotta (based on 37.5hrs fte)
Hours of work:	0.8 fte, 30hrs p/w, 9.30am – 5pm Tuesdays – Fridays, (working pattern negotiable). Requirement to function as a Manager at the Museum on some weekends when the museum is open to the public. This post will also require occasional early morning and evening working to cover special events.
Leave:	Statutory Leave allowance including Bank Holidays pro-rata
Location:	The Silk Museum & Paradise Mill, Macclesfield

Job Purpose

To support The Trust's vision of a sustainable and resilient heritage offer that inspires visitors through unique collections and remarkable buildings; that finds relevant, contemporary connections and engagement with an extraordinary story of creativity, industry, and enterprise; that contributes to telling the town's story as part of the regeneration of Macclesfield.

With the reopening of Paradise Mill, this new role is central to delivering our ambitious plans to raise the profile and reputation of the Silk Museum site; to meet performance targets for visitors and income; to deliver a high-performing, quality commercial function which supports the Museum financially and in terms of visitor experience. The focus of this role will be:

- Improving the on-site experience for all visitors and group tours
- Transforming our catering offer to increase secondary spend
- Increasing secondary spend in retail and voluntary donations
- Managing our Front of House team of contracted, casual staff, guides, and volunteers
- Ensuring that the team are confident in upselling, encouraging donations and Gift Aid

As part of the Museum team, you will help:

Develop the highest levels of customer service and visitor experience through presentation and delivery of all aspects of the visitor journey, from ticketing processes to front of house presentation, the visitor welcome and front of house team performance.

Control costs in the Shop and Tea Room through minimising waste and actively managing costs, prices, and margins.

How to Apply

Email your CV plus a letter of application that sets out how your experience and expertise meet the requirements and expectations of the role, to director@silkmacclesfield.org.uk by midday on Thursday 4th April.

Interviews are planned for: 11th April 2024

If you have not had a response by this date then unfortunately your application will not have been successful

Please contact director@silkmacclesfield.org.uk if you would like to arrange a phone call to discuss this role before applying.

Key Areas of Responsibility

To lead on plans and delivery to grow revenue through secondary spend and donations through:

- Acting as budget holder for areas of responsibility, controlling expenditure, monitoring income, and complying with in-house financial systems
- Monitoring visitor numbers and secondary spend against budget and communicate necessary action, short-term and longer-term to meet financial and operational targets
- Exercising effective stock control and maintaining necessary records
- Managing contracts with suppliers effectively

To support the achievement of commercial income targets through a proactive, data-driven approach to:

- Delivering high quality and distinctive catering and retail experience across the site
- Supporting group visits to the Silk Museum & Paradise Mill
- Supporting effective use of client relationship management systems and databases
- Achieving the highest standards of customer-care and welcome through overseeing, developing and co-ordinating FOH, casual staff, Mill Guides and volunteers
- Ensuring all relevant food safety and health & safety requirements are met and appropriate stock control records kept.

To contribute to the development of the Trust's assets, collections, and programmes through:

- Maintaining commercial income and corporate relationships that underpin this work
- Ensuring that communications platforms are customer-focused and relevant to existing, new, and diverse audiences

Organisational Change and Governance

To support the Director in reporting on visitor and financial performance to the Trustees
To manage paid staff and volunteers, conducting regular goal setting and appraisals for teams.

As a member of the Museum Team, providing clear and consistent leadership to staff and volunteers; working closely and co-operatively with the Team as a whole.

To ensure excellent communication and co-operative working across the Museum's staff and volunteer teams, monitoring overall performance and the progress of projects.

To recruit Front of House team as required, and ensure management and training

To help promote the Museum to drive secondary spend, ensuring accurate and attractive information is targeted at key audiences.

To play a part in the development of a flexible and empowered organisation in which the contribution of staff and volunteers is maximised, and all staff are engaged with the Trust's vision, through:

- Co-ordinating the work, performance, and development of volunteers
- Keeping abreast of new technology in particular computerised systems and be prepared to undertake agreed training
- Undertaking other duties as required and as commensurate with the level of responsibility.
- Performing all tasks in line with the museum's Equal Opportunities, Environmental and Health and Safety policies

Where the post-holder is disabled, every effort will be made to supply all necessary aids, adaptations, or equipment to allow them to perform all the duties of the job. If, however, a certain task proves to be unachievable job redesign will be pursued.

Background

The Macclesfield Silk Heritage Trust is a company limited by guarantee (2182687) and a registered charity (519521). It is dedicated to preserving and curating the cultural and industrial history of Macclesfield in the Northwest of England. The Trust is the custodian of buildings and historic collections of local, national, and international significance, and is responsible for ensuring the public have the best possible access and engagement opportunities with these treasured assets. The Trust is governed by an active group of Trustees who work closely with a dedicated team of staff and volunteers.

PERSON SPECIFICATION

Proven expertise of development a high-performing front of house environment, as part of a multi-disciplinary team

Pro-active, creative, and enthusiastic team-player with keen attention to detail, who can demonstrate creativity and new ways of doing things.

Able to help deliver income targets and support projects on a tight deadline to budget.

Solution focussed person who is self-motivated and able to push projects forward.

Skills

Excellent written and oral communication skills for a wide range of audiences

Confident about translating plans into actions - understanding the practical implications

Ability to motivate staff and volunteers, and to lead by example

Excellent understanding of business development, enterprises, and income generation

Excellent interpersonal, diplomatic, and social skills

Experience of working as a team member as well as ability to work on own initiative.

Experience

Commercial, Retail and Catering Development and income generation

Performance management

Staff management and development

Financial management – particularly iZettle

IT literacy including Data collection, CRM, and social media