



NOTTINGHAM CASTLE TRUST

Customer Services Manager

Reports to: Director of Commercial & Customer Services

Direct Line Management: Visitor Centre Supervisor, Customer Services Team Leaders, Customer Services Assistants, and occasional responsibility for trainees and volunteers.

Purpose of Role

Responsible for the development, implementation and management of commercial strategies to ensure that all income streams are maximised, whilst delivering the warmest welcome and highest standards of service to our visitors. Working with the Director of Commercial & Customer Services, to fulfil our vision. Overseeing all aspects of the overall operation of Customer Services including admissions, events, venue hire, retail, and hospitality.

Key Responsibilities

- Lead and devise alongside the Director of Commercial & Customer Service an enticing, accessible and inclusive commercial offer through admissions, retail, venue hire and e-commerce.
- Maximise income generation opportunities across the site, enhancing our reputation for excellence by ensuring a gold standard delivery throughout all commercial activities.
- Manage all retail product development: sourcing, licencing, buying, costing, display, and training and motivating a team to increase sales through customer interaction.
- Ensure a warm and friendly visitor welcome is delivered throughout, guaranteeing best first impressions, continued enjoyment, return and referral.
- Devise and implement tools to evaluate performance in each of the areas within commercial services. Monitoring, reporting, and reviewing the impact data in line with identified priorities, targets, and outcomes.
- Work collaboratively across teams to identify events, activities and themes that feed into the commercial offer and enhance audience and wider team experience. Generating a culture of greater commercial awareness across all departments, alongside a one team mentality.
- Develop and manage the catering concession process and resulting catering relationships.
- Ensure delivery of commercial and customer service targets as set out in the agreed business plan. Training workforce on up/cross-selling opportunities and fundraising asks
- Proactively seek out, develop, and manage additional revenue streams through commercial events and corporate hire. Managing these sensitively, and with consideration for our ethos, Grade I listed building and collections.
- Inspire, monitor and develop the performance of direct reports; hold regular reviews, give feedback and implement relevant training where appropriate.
- Input into the annual budget setting process, ensuring costs are spent within allocated spending levels and in relation to annual budget and monthly review of actual expenditure and current year forecasts, risks and opportunities.
- Input into policies and procedures within remit of the Customer Services function.
- Work collaboratively with volunteers, work experience, placement participants and other members of staff; working together as a team to achieve Nottingham Castle's vision.

Accountabilities

- Principle lead for commercial activity across Nottingham Castle – preparing and monitoring admission, events and hire income targets, complying with relevant legislation.
- Prepare, maintain, and report on monthly KPIs and progress records – using analytics to shape performance.
- Ensure that stock levels are correctly maintained, orders are approved and placed in line with Trust policies and procedures
- Procure the services of and liaise with external suppliers for product development in line with Nottingham Castle vision, mission, policies, and procedures – in particular, our Green Policy.
- Manage and provide support to the Visitor Services Supervisor in managing the Visitor Experience team of staff and volunteers to achieve gold standard visitor welcome, care and safety.
- Advocate and deliver all commercial and related activities to have accessibility and inclusivity needs at their core.
- Be aware of all NCT policies and procedures and ensure that these are adhered to by themselves and their team.

Knowledge required

- Strong interest and knowledge on current changes and innovations within retail, catering and hospitality industry – and how technology, Management Information systems and analytics can drive and optimise revenue, customer engagement and visitor experience.
- Understanding of the not-for-profit sector, preferably showcasing a knowledge and interest in the broader arts, museum and heritage landscape.
- Appreciation for the challenges of staging a corporate hires and events in a Grade I listed heritage building and outdoor spaces.
- Operating knowledge on sourcing and producing engaging, accessible, and inclusive products for a wide range of audiences and abilities.
- Confident with ticketing and inventory control (EPOS) software.
- Personal licence and/or a personal licence qualification is desirable

Experience

- At least 2 years, or proven comparable experience of managing retail, commercial, visitor experience within retail, catering, and/or wider hospitality industry. Demonstrating commercial astuteness, target focus and financial literacy.
- Proven experience of managing allocated resources and budgets effectively, with the ability to monitor, negotiate and control costs.
- Demonstrable experience of leading and overseeing high performing and motivated teams of staff and/or volunteers.
- Track record of successful proposition and product development on physical and online platforms.
- Experience in the development, monitoring and implementation of policies and strategies
- Budget setting and cost management.

Skills

- Able to combine effective strategic thinking with hands-on organisational and administrative capability
- Commercially astute, target orientated and financially literate with good attention to detail
- A creative, lateral thinker and energetic team player with a high level of enthusiasm
- Ability to develop policies and strategies for the Department and to manage, monitor and evaluate their implementation
- Target orientated with strong sales skills
- Good self-manager – natural forward planner who critically assesses own performance

- An effective leader, with a record of motivating a team.
- A good ambassador with professional credibility, able to lead, network and influence at a senior level, both within and outside the Trust.
- Enthusiasm for the Trust's aims and its independence, and an interest in all areas of the Trust's work.
- A broad understanding of heritage and conservation issues, public engagement and customer-facing activities.
- Ability to represent an organisation clearly and compellingly to different audiences
- Integrity.
- Ability to work effectively with colleagues and support a working environment which attracts and retains talent.

Hours

37.5 hours per week

Remuneration

£35,000 per annum

Application Process

Interviews will be held w/c 28th September 2020

Covering letter and CV to be submitted to recruitment@nottinghamcastletrust.org by 17th September 2020