

Job Description

Job Title	Operations Manager
Organisation	Avoncroft Museum of Historic Buildings
Location	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR
Type	Permanent, full-time, 37.5 hours per week.
Rates of pay	c£33,000 per annum depending on experience
Reports to	Director
Responsible for	<ol style="list-style-type: none"> 1. Driving revenue for the Museum through increasing visitor footfall, secondary spend and commercial use of spaces. 2. High levels of customer service and visitor experience through presentation and delivery of all aspects of the visitor journey, from online presence to front of house presentation and front of house team performance. 3. Controlling costs through minimising waste and actively managing costs, prices and margins. 4. Managing external promotion of Museum and services through digital, print and PR platforms, including website and social media.
Work pattern	<ul style="list-style-type: none"> • Regular working pattern negotiable. • Act as a Site Duty Manager at the Museum on a rota basis (including some weekend work) when the museum is open to the public. • This post will require occasional early morning and evening working to cover special events.

Job Purpose

As part of the museum's senior management team, and in the context of a) an agreed recovery plan and b) the Museum's 20-year Vision:

- Raise the profile and reputation of the Museum to grow visitor numbers and meet financial performance targets.
- Deliver a high-performing, quality commercial function which supports the Museum both financially and in terms of visitor experience.

Key tasks	
Strategy	Actively contribute to a recovery plan for the Museum, taking into account the 20-year vision.
	Lead on plans (and delivery) to grow visitor revenue (through admissions, secondary spend and donations) to sustainable levels.
	Develop and grow income earning activities undertaken through the Museum's trading company – Avoncroft Enterprises Ltd.
Finance	Act as budget holder for areas of responsibility, controlling expenditure, monitoring income, and complying with in-house financial systems.
	Monitor visitor numbers and earned revenue against budget and take necessary action, both short-term and longer-term strategic to ensure goals are met.
	Exercise effective stock control and maintain necessary records.
	Manage contracts with suppliers effectively.
Our People	Manage paid staff and volunteers to deliver Recovery Plan and 20 Year Vision, carrying out regular goal-setting and appraisals for staff teams.
	As a member of the Senior Management Team, provide clear and consistent leadership to staff and volunteers, and work closely and co-operatively with the Senior Management Team as a whole.
	Ensure excellent communication and foster co-operative working across the Museum's staff and volunteer teams, monitoring overall performance and the progress of projects.
	Recruit seasonal casual Front of House team as required, and ensure management and training
Operations	Promote the Museum to drive visitor footfall and admissions income, ensuring accurate and attractive information is targeted at key audiences.
	Ensure that visitor experience is supported through relevant and attractive secondary outlets in tearoom and shop, and that these generate a healthy secondary income for the Museum.
	Maintain and develop our existing weddings and functions business, ensuring quality and reputation, customer service standards and income targets are met.
	Drive forward and maximise venue hire opportunities, balancing with the priority needs of Museum visitors.
	Act as Licence Holder for the Museum site.
	Act as a Site Duty Manager at the Museum on a rota basis.
Administration and Compliance	Negotiate and manage key contracts with suppliers
	Ensure timely delivery of regular SMT reports to Council of Management and Enterprises Board.
	Ensure all relevant food safety, licensing requirements are met and appropriate records kept.
	All staff are expected to undertake their own clerical and financial administration, working collaboratively and co-operatively and fully complying with in-house systems.
	All staff are expected to answer enquiries by phone, online and face to face.
External Relationships	Ensure effective marketing of the Museum and Enterprises through positive relations with local, regional and national media.
	Develop networks and relationships with organisations and individuals at a local, regional and national level, working closely with the Director.
	Represent the Museum in national, regional and local commercial and tourism fora.
	Develop good relationships with suppliers and contractors.

Person Specification – Operations Manager

CATEGORY	ESSENTIAL	DESIRABLE
Education and qualifications	<ul style="list-style-type: none"> • Qualification and/or experience that demonstrates ability to analyse information (including financial) and make commercial decisions. 	<ul style="list-style-type: none"> • Qualifications in a relevant field (finance, retail, catering, tourism, heritage, business or charity management) • Food Hygiene Level 3
Experience	<p>Management</p> <ul style="list-style-type: none"> • Experience managing a commercial operation • Experience recruiting and managing staff and/or volunteers • Motivating teams, showing the ability to delegate effectively. <p>Operations</p> <ul style="list-style-type: none"> • Delivering a high quality day-to-day visitor experience • Awareness and understanding of relevant health and safety legislation and risk management <p>Marketing</p> <ul style="list-style-type: none"> • Demonstrable experience/understanding of marketing approaches and effective strategies for increasing customer uptake. <p>Leadership</p> <ul style="list-style-type: none"> • Contributed to strategy development <p>Finance</p> <ul style="list-style-type: none"> • Contributing to and operating within agreed budget frameworks • A track record in income and profit generation 	<ul style="list-style-type: none"> • Career in a charity, heritage, leisure or hospitality environment, including time at middle management level. • Managing retail, hospitality or similar commercial enterprises. • Understanding marketing strategy, audience segmentation and trends • Familiarity with WordPress, MailChimp and other communications applications.
Skills and knowledge (these should be evidenced)	<ul style="list-style-type: none"> • Problem-solving abilities, capable of innovation, identifying opportunities and selling them to others. • Self-motivated and adaptable, able to deal with an unpredictable, pressured environment with effective time-management and proven ability to prioritise workload. • Proven management skills, happy and able to work as part of a small delivery team and comfortable leading people of all levels across the organisation on a face-to-face basis, inspiring the confidence of staff, volunteers, trustees and supporting bodies. • Strongly focused on delivering excellent customer service to all; • Excellent communications and teamworking. • Competent in Microsoft Office programmes (Word, Outlook, Excel, Power Point, Access etc) 	<ul style="list-style-type: none"> • Active interest in public access to heritage, museums and/or historic buildings • Familiarity with design and content creation software. • Understanding of compliance requirements relating to a visitor attraction, including: confidentiality and data protection (GDPR); Health & Safety Legislation; Food Safety; licensing requirements; safeguarding issues; risk assessments.

<p>Other particular requirements of the job</p>	<ul style="list-style-type: none"> • Flexibility with hours as required by business needs. • Access to own transport. While the Museum is on a bus route the services are not adequate to cover after-hours or call-out duties. • Meet eligibility requirements 	<ul style="list-style-type: none"> • Within 6 months you should live within 40 minutes' drive time. (potential keyholder)
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Eligibility Requirements

Working at Avoncroft and this post are subject to some eligibility requirements. It is your responsibility to prove that you meet them:

- Age requirement
- Nationality requirement
- Charity Commission rules for disqualification
- Criminal record requirement
- Health requirement

Age requirements

Applications for this post must be over the age of 18. There's no upper age limit for applying and there is no default retirement age.

Nationality requirements

You must be entitled to reside and work in the United Kingdom with no restrictions on your stay in the United Kingdom or your right to seek paid employment. You must produce your passport and/or evidence of your right to residency and work if the Appointing Officer asks to see it.

Charity Commission rules for disqualification

This role is regarded as a Senior Manager under the Charity Commission rules and therefore is subject to rules which automatically disqualifies certain individuals from holding this position, unless they have applied and been granted a waiver by the Charity Commission. As part of the application process, and annually thereafter, you will be required to sign a declaration that you are not disqualified or have a valid waiver. You will also be subject to record checks to verify your declaration and if you are found to be disqualified or become disqualified, it could result in disciplinary proceedings or dismissal.

Criminal Record requirement

The post you are applying for is 'exempt' from the *Rehabilitation of Offenders Act 1974* and therefore you are required to declare any convictions, cautions, reprimands and final warnings that are not "protected" (i.e. filtered out) as defined by the *Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)*.

You will be subject to a standard or enhanced Disclosure and Barring Service (DBS) check and you will be asked to complete a DBS application if offered the post. All such offers are deemed conditional upon a satisfactory check.

Any declaration, form, and subsequent certificate from the DBS will be treated as strictly confidential. Failure to disclose all convictions, cautions, reprimands or final warnings that are not "protected" could result in disciplinary proceedings or dismissal.

Health requirement

The successful application will be required to complete a health questionnaire.