

## Job Description and Person Specification

Job Title:	Events and Visitor Experience Manager
Location:	Mid Hants Railway, Alresford, SO23 9JQ
Accountable to:	General Manager
Direct reports:	Marketing & Events Assistant
Relationships:	Marketing Manager, Marketing & Events Assistant, Education and Interpretation Officer, General Manager, Finance Director, Office Manager, Reservation Manager and volunteers across the railway.
Salary:	c.£28k pro rata. Negotiable based on experience
Hours:	Part time role – c.24 hours/week (flexible options possible). To include some weekends and bank holidays as required.
Transport:	You will be required to drive to carry out this role, to provide your own car and will be reimbursed for business mileage.
Deadline:	29 <sup>th</sup> March 2019

### About the Mid Hants Railway

The Mid Hants Railway is a ten mile stretch of preserved steam railway, affectionately known as the 'Watercress Line'. The Railway is a voluntary organisation, supported by a core team of paid staff, which aims to preserve, maintain and operate a heritage railway for the enjoyment and education of the general public.

During 2018, 132,000 people visited the railway, either on standard travel, or one of our numerous special events or dining trains. We have ambitious plans to expand the brand of the Watercress Line, through developing the existing offering and event development as well as how this is marketed to our target audience. Joining at this time will allow the post holder to come on-board this journey and play an integral role in its execution.

### Job Purpose

We have an exciting opportunity to help us drive our heritage attraction forward by increasing visitor figures and enhancing the visitors' journey. We are looking for candidates who are able to demonstrate a creative attitude in ideas on how to improve our overall visitor experience. From our individual special events, introducing beneficiary events and taking responsibility to deliver an exemplary visitor experience on day to day travel.

As Visitor Experience and Events Manager, your role will be challenging and varied, with no two days the same. We have special events throughout the year including family orientated, 1940s revival experiences and galas. We also run fine dining and real ale trains. You will be responsible for the planning and delivery of our special events, engaging with our volunteers and staff to build on our success. There is great scope to enhance the product offering, not just with our special events but also through our standard travel days.

You'll deliver high standards of organisation and presentation at the railway, and will be responsible for ensuring exceptional standards of customer service and visitor enjoyment is delivered across the railway so our visitors keep coming back for more.

Key Duties	Key Activities
Take ownership in developing, planning, delivering and reviewing all events held at the railway	<ul style="list-style-type: none"> <li>• Developing and enhancing our event plans</li> <li>• Manage events budget</li> <li>• Creation of event materials, signage, activities and onsite communication</li> <li>• Organise our Special Events (includes some weekends) and be a client facing figure to ensure a smooth running on the day</li> <li>• Oversee relationships with event entertainers</li> <li>• Ensure Health and Safety standards are met and appropriate risk assessment takes place</li> <li>• Be personable, presentable, articulate and confident in engaging with visitors</li> <li>• Manage visitor complaints and feedback</li> <li>• Manage feedback gained from visitors to inform event development</li> </ul>
Lead the creation and delivery of a visitor experience strategy	<ul style="list-style-type: none"> <li>• Creation of visitor experience strategy that considers every touch point of our visitors' journey</li> <li>• Develop a culture of visitor experience within the railway.</li> <li>• Ensure that all feedback and reviews from visitors are gathered and used to develop the event strategy and visitor experience</li> <li>• Develop storyline and messaging, contributing significantly to the experience of visitors</li> </ul>
Implement internal communications strategy	<ul style="list-style-type: none"> <li>• Lead on the recruitment, organisation and management of all Event Volunteers and support customer facing volunteers.</li> </ul>
Other responsibilities	<ul style="list-style-type: none"> <li>• Introduce and manage packages for beneficiary events, such as weddings, outdoor theatre and corporate days out</li> </ul>

### Person Specification

Relevant Experience and requirements
Essential
Experience of managing and developing complex events
Line management experience
Experience in a customer facing environment
Excellent understanding of customer service standards and how to inspire teams to deliver these consistently
Experience of managing budgets

Extremely organised with the ability to work successfully under pressure, use initiative and manage multiple priorities to meet deadlines
The physical stamina and dexterity to help prepare for events
Full clean driving licence
<b>Desirable</b>
Experience of working with volunteers
Experience of developing and leading research and insight work
Presentation and briefing skills
First aid trained

<b>Specific Skills and knowledge</b>	
<b>The successful candidate will have the ability to...</b>	<b>The successful candidate will have knowledge of...</b>
Think creatively and anticipate, negotiate and solve problems to ensure the successful running of all events.	The UK Heritage or Leisure Sector.
Be personable, presentable, articulate and confident in engaging with visitors.	Website content management systems and emarketing tools
Be methodical, careful and highly attentive to detail with excellent proof reading skills.	
Work collaboratively with colleagues both volunteer and paid.	
Develop good working relationships with external suppliers/internal departments.	
Must be available to work some weekends, Bank Holidays and Special Event Days and be prepared to be flexible about rostered days and times.	