



## TAMAR BRIDGE & TORPOINT FERRY

### JOB DESCRIPTION

**JOB TITLE:** Visitor Experience Manager

**GRADE:** I

**LOCATION:** Tamar Bridge (Bridging the Tamar Visitor and Learning Centre)

**RESPONSIBLE TO:** Bridge Manager

**RESPONSIBLE FOR:** Heritage Officer, Volunteer Bridge Ambassadors

#### **Main purpose of job:**

- To promote and foster a change in public perception of the Tamar Crossings from being primarily a means to cross the river, with the connotations of traffic, tolls and occasional suicide, to one of celebration of national engineering greatness, and regional heritage significance and impact.
- To lead the development of local, regional and national partnerships and relationships that will extend the reach of the engagement programme for users and non-users
- To provide a high-quality educational service with links to Science, Technology, Engineering, Art and Maths (STEAM) and an engaging visitor attraction at the Bridging the Tamar Visitor and Learning Centre through an engaging public programme and meaningful interpretation, excellent volunteer management, and ongoing stakeholder management involving the general public, school groups, adult learners, young people, and community groups.
- To provide leadership and management of the staff and volunteer team at the Bridging the Tamar Visitor and Learning Centre

#### **Main responsibilities:**

##### **Lead on developing the strategic direction of the Bridging the Tamar Visitor and Learning Centre (VLC)**

- Provide leadership, direction and line management of the Bridging the Tamar staff and volunteer Bridge Ambassador team, including recruitment, welfare, performance management and training
- Work to deliver the Tamar Crossings' overall strategic objectives, including disseminating the key messages and content of the Bridging the Tamar programme which aims to change the public perception of the bridges

- Communicate effectively with internal colleagues and senior managers including the General Manager, Bridge Manager, Engineering Manager, and Health and Safety Manager, and report to Committee members via the Management team and relevant committees
- Lead on delivering the agreed National Lottery Heritage Fund Activity Plan for the Bridging the Tamar Project including achieving the targets for all six key audiences
- Manage, monitor and analyse performance data for the learning and engagement programme, reporting progress against targets, identifying and mitigating against risk
- Analyse and interpret visitor data and demographics, create, distribute and analyse visitor and volunteer surveys
- Create and implement the evaluation programme for the VLC, writing the final Evaluation Report for the NLHF Project
- Build and maintain relationships with key local, regional and national partners (funders, businesses, destination management agencies, local tourist destinations, relevant national and international destinations, heritage organisations, educational establishments, delivery partners, and STEM organisations) and network to raise the profile of the VLC

### **Lead on the volunteering policy and programme for the VLC to engage Bridge Ambassadors**

- Create and develop the Volunteer Policy, champion volunteering in the organisation, ensure best practice in volunteer management, and a positive ethos
- Implement the Volunteer Policy, create and implement all associated procedures including the Handbook
- Oversee the Volunteer Bridge Ambassador roles to ensure they champion the bridges and help to change public perceptions; create new volunteer roles and improve existing ones
- Plan and deliver the volunteering programme for the Bridging the Tamar Visitor and Learning Centre
- Lead on the recruitment, induction and day to day line management of up to 50 volunteers in accordance with the Volunteer Policy
- Identify volunteer training opportunities, respond to volunteer training needs and deliver in-house training
- Develop and expand the range and depth of volunteering opportunities
- Increase the number and range of volunteers

### **Develop formal and informal learning opportunities through educational workshops, family and outreach activities, and a public events programme**

- Lead on the development of new educational resources and sessions relating to the National Curriculum or other schemes of learning, liaising with teachers and educational contacts to ensure the content and structure of sessions is inspiring, relevant and accessible and links are made to the STEAM themes (Science, Technology, Engineering, Art and Maths)
- Manage the delivery of the learning programmes to all ages and backgrounds through a team of staff and volunteers
- Ensure learning opportunities meet high standards and adhere to best practice including access, special educational needs and safeguarding
- Develop the events programme to attract new or non-traditional audiences to the Bridge including exhibitions, commissions, talks, walks, tours and project work
- Attract new and diverse audiences through the development of targeted learning programmes for specific groups

- Develop and deliver adult learning opportunities and those for professional organisations
- Develop and deliver partnerships with universities, establish work placements and encourage tertiary research projects
- Establish and deliver an outreach learning programme
- Plan and implement a varied public events programme which represents all audiences of the VLC
- Develop partnerships and engage with local community groups

### **Establish the Bridging the Tamar Visitor VLC as a high-quality heritage destination**

- Lead and manage the VLC team of staff and volunteers to provide an exceptional welcome to all visitors to the VLC
- Place good customer service at the heart of all activities carried out by the team
- Ensure that the Visitor Centre and visitor facilities are kept to a high standard and are in good, clean working order
- Ensure that the Bridge and Visitor Centre are accessible to the general public and cater for a variety of physical and intellectual needs
- Maintain the quality standards expected by awarding bodies
- Develop new interpretation for visitors through projects and exhibitions, and update and maintain existing interpretation

### **Lead on Bridging the Tamar VLC communications in order to create a positive public image and increase public awareness**

- Create and implement the Communications Strategy for the Bridging the Tamar VLC
- Ensure that communication to all users, before, during and after their visit, is clear, informative and engaging
- Work with the Tamar Crossings communications team to promote the activities of the Bridge and Visitor Centre as part of a coherent whole
- Liaise with colleagues to ensure the accurate representation of the Bridge within the media, providing information for television and radio and print where appropriate
- Develop the Bridging the Tamar brand and visual identity
- Increase the visibility of the Visitor Centre through online and paper advertising, marketing campaigns and signage provision
- Manage the Bridging the Tamar website, ensuring that content is up-to-date, relevant, well presented and accessible
- Manage the social media strategy for the Centre, schedule and post regular content to the VLC's social media channels, oversee the e-newsletter, blog and online listings
- Lead on best practice when responding to visitor feedback, reviews, enquiries and other digital communications
- Create promotional materials for physical and virtual distribution

### **Act as the heritage lead for the organisation**

- Ensure that the Visitor Centre archive is appropriately documented, cared for and interpreted, creating and implementing the appropriate policies and procedures
- Undertake and support research into the history of the Tamar and Royal Albert Bridges, its engineers, key figures and historic engineering practices
- Form partnerships with other heritage organisations and networks

- Advise on best practice for heritage within the organisation

### **Identify and develop income, funding and business opportunities for the VLC**

- Explore opportunities to develop income for the VLC from donations, tours, retail, venue hire and educational workshops
- To secure income through grants and other fundraising initiatives for engagement and programme activities
- Ensure accurate and timely budget management of all VLC activities, including the development of annual budgets, managing both operating and project interpretation budgets
- Oversee the retail offer, including product selection, training and supporting volunteers in the retail system and donation collection, and administering appropriate compliance

### **Take responsibility for the health and safety of staff, volunteers and visitors to the VLC**

- Comply with fire, security, Health and Safety and emergency policies and procedures.
- Ensure all procedures are up-to-date and annually reviewed
- Oversee risk assessments for VLC activities
- Take a lead on safeguarding for the VLC and lead on creating and implementing the Safeguarding Policy, and administering DBS checks as appropriate