

## Job Description

### Visitor Experience Team Leader

**Contract Type:** Permanent

**Hours:** 37.5 per week (including weekends and evenings)

**Salary:** c £25,000 per annum

**Reporting to:** Head of Commercial Operations

A new and exciting opportunity has arisen to lead the delivery of an outstanding visitor experience at The Silverstone Experience, opening in late spring 2019.

#### Summary of The Silverstone Experience

Silverstone has been synonymous with motor racing since the mid-20th century. It is now one of the most famous sporting venues in the world. However, Silverstone has a much wider story to tell and its place in history was established well before the circuit was even constructed. The Silverstone Experience will tell the 'whole' Silverstone story – one that can only be experienced by visiting the site itself and interacting with the multi-layered stories that are woven into the fabric of the modern racing circuit.

Through the creation of The Silverstone Experience as a centre of focus and understanding, with extensive exhibition spaces, a Collections and Research Centre, Learning Studio and a series of site tours, programmes and activities, the heritage of Silverstone can reach a far wider audience than before and ultimately cement its position as the centre for British motor sport heritage.

The project will open in the spring of 2019 and is set to attract over half a million visitors in its first twelve months of operation.

The project vision is to bring the extensive heritage of Silverstone and British motor racing to life through the creation of a dynamic, interactive and educational visitor experience.

#### **Job Purpose**

You will deliver a safe and welcoming environment for all our visitors as well as being part of our Duty Management Team. You will ensure that our visitor experience is commercially successful and exceeds our visitors' expectations by managing a small team of visitor experience staff and volunteers. You will champion our visitor's needs and expectations and make sure their experience reflects the values and ethos of Silverstone and British motorsport. Working closely with the Head of Commercial Operations you will recruit, supervise and develop the visitor experience team to deliver our Visitor Experience plan.

#### **Key Responsibilities**

**Responsible for:** Line management of the Visitor Experience team.



**Financial Responsibility:** Visitor Experience profit as defined in annual budget and forecast

**Area of Impact:** Responsible for delivering the Visitor Experience Plan

**Nature of Impact:** Manages the day to day operations of the Silverstone Experience Visitor Experience using experience and following operational guidelines to deliver the highest standards of customer care, front of house services and building facilities.. Supports delivery of wider commercial activity.

**Working environment:** Matrix management required on occasion as well as close liaison with Silverstone Circuit Ltd, British Racing Drivers Club, Heritage Lottery Fund and commercial partners.

**Managing Financial Performance:** Contributes to setting and is responsible for achieving stretching financial targets. You will train your team to have outstanding product knowledge and upsell to drive the Average Transaction Value upwards.

**Maximising the Visitor Experience:** Strives to deliver a culture of exceptional customer service. You will maintain high standards of presentation and cleaning to exceed the expectations of our visitors at all times.

**Developing The Business:** Seeks ways to grow income and profit through harnessing ideas from your team, your peers and customer feedback.

**Managing Your Team:** Create a great place for your team to work, recruiting, coaching and supporting talented and enthusiastic people. You will give your team clear objectives and regular feedback reviews and appropriate performance management.

**Managing Risk:** Ensure that your team complies with procedures to minimise risk to staff, visitors and contractors. You will identify and manage risks to protect profit eg stock control, cash handling and take action to ensure compliance with TSE policy and procedures / legislation.

**Delivering the Silverstone Experience:** Ensure that everything we do reflects, protects and promotes the past, present and future of Silverstone – the home of British motorsport.

Undertake any other duties as may be reasonably requested by the line manager.

Actively follow all SHL policies.

**Person Specification**

<b>Selection Criteria</b>	<b>Essential (E) Or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Reference (R)</b>
<b>Qualifications</b>		
GCSE English and Maths – Grade C and above	<b>E</b>	<b>A</b>
Degree Level Qualification in related discipline	<b>D</b>	<b>A</b>
<b>Experience, Knowledge and Skills</b>		
A minimum of two years experience in a high profile , high quality visitor attraction or similar	<b>E</b>	<b>A</b>
Contribute to the creation and delivery of the Visitor Experience plan, leading and supporting a staff and volunteer team to deliver exceptional customer service.	<b>E</b>	<b>A/I</b>
Experience of rostering a high volume visitor attraction/similar and providing Duty Manager cover/ Incident cover.	<b>E</b>	<b>A/I</b>
Experience of budgeting and good financial acumen to maximise sales and minimise costs.	<b>E</b>	<b>A/I</b>
Knowledge of Health and Safety compliance requirements. Ability to implement and carry out Risk Assessments, Security audits and related H&S daily checklists.	<b>D</b>	<b>A/I</b>
Knowledge and experience of ticketing systems, data protection, payment providers and financial regulations pertaining to these areas.	<b>E</b>	<b>A/I</b>
Competence in IT skills and experience of PC based Building Management systems.	<b>E</b>	<b>A/I</b>
Ability to identify opportunities to develop and grow the visitor experience. Knowledge of best practice in visitor experience, including market trends, competition and benchmarking.	<b>D</b>	<b>A/I</b>
Work in collaboration with teams across TSE to optimise and maximise use of the venue and ensure a smooth transition from daytime to out of hours operations.	<b>D</b>	<b>A/I</b>



**Essential Requirements** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

**To apply please send a covering letter including your salary expectations and current notice period with your CV to [recruitment@silverstone-experience.co.uk](mailto:recruitment@silverstone-experience.co.uk) by 5pm Wednesday 13<sup>th</sup> March 2019.**

**Interviews to be held week commencing 18<sup>th</sup> March 2019 and we are looking to appoint the successful candidate from w/c 22<sup>nd</sup> April 2019.**