



Job Description

EVENTS & VISITOR OPERATIONS MANAGER

Department:	Commercial
Responsible to:	Marketing, Fundraising & Visitor Experience Manager
Responsible for:	Office Co-ordinator and Bookings Team Events Staff & Volunteers

Purpose of the role

To plan and deliver a varied series of special events to create an inspiring and profitable annual programme that engages all audience segments and encourages first-time and repeat visits.

To liaise with performers, exhibitors, suppliers and volunteers to stage entertaining, safe and profitable activities to a very high standard that will enhance deliver excellent visitor experiences and enhance the Railway's reputation.

Ensure events are delivered with very high standards of content, entertainment, and safety.

Oversee the Bookings Team, maximising income from pre-sales and group bookings

You will manage, motivate and support a team of staff and volunteers to deliver key commercial activities, including events, experience days and ticketing. You will be a key part of the commercial management team. Proactive collaboration with other members of this team is essential in order to offer a consistently great visitor experience.

Required Skills

- An innovative thinker capable of staging excellent events and special activities
- A background in events delivery and the ability to demonstrate good organisational skills. In particular a knowledge of how to engage a combination of staff and volunteers to get the best out of both
- Excellent written and verbal communication
- An ability to organise special events including all the safety requirements thereof
- Demonstrable organisational skills and ability to lead and inspire bookings team to cross sell and upsell to maximise revenue
- A high level of customer service delivery

Main Duties & Responsibilities

Special Events

- Develop the annual programme of events and activities, liaising with the Marketing, Fundraising & Visitor Experience Manager, other managers, staff and volunteers as required, to create an inspiring and profitable programme that engages all audience segments and encourages first-time and repeat visits
- Plan and deliver agreed programme of events and activities (including staffing, supplier management, an excellent standard of visitor service, evaluation and reporting)
- Provide operational management at events and special activities; liaising with others if necessary to ensure adequate cover
- Ensure all events and special activities are run as safely as practicable, liaising with H&S Manager and others as required
- Carefully manage the annual events and other special activity budgets, including contributing to the annual budget-setting process
- Secure sponsorship, funding or in-kind support where appropriate to provide increased profit and profile for key events
- Liaise with local community groups and others to co-ordinate activities for events in Sheringham Town and/or Holt

Relationships

- Ensure effective communication with everyone, both internally and externally
- Work closely with other departments to deliver Company-wide programmes and objectives
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members
- Cultivate external relationships to identify potential new partners
- Build and maintain partnerships with relevant external contacts
- Lead by example
- Work as part of a team and support colleagues across the railway.

General

- Monitor budgets as required and monitor expenditure to ensure agreed levels are not exceeded
- Forward feedback and complaints to Marketing, Fundraising & Visitor Experience Manager
- Manage the Bookings Team, maximising income from pre-sales and group bookings
- Adhere to Company policies, procedures and code of conduct, to protect people and the NNR's reputation, including GDPR and Safeguarding policies and procedures.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner
- Report any serious issues immediately to management.
- Be responsible for your own Health and Safety and follow NNR's H&S policy and practices – report any H&S concerns to management
- Undertake other Commercial duties if required, particularly in relation to special trains and events
- Any other duties reasonably requested by management