



Winchester Cathedral has been at the heart of a vibrant community for nearly 1000 years. Today, the Cathedral welcomes more than 300,000 visitors and pilgrims each year. They come to share in our daily worship and hear our world-class choir, to enjoy the wonderful setting, stunning architecture, priceless treasures and to attend our extensive programme of events.

The Cathedral holds a special place in our nation's history and is renowned for the breathtaking architecture and beauty which attracts visitors and pilgrims from around the world.

Winchester Cathedral is called to renew, inspire and unite people in faith, hope and love. We live by our values of Openness, Excellence and Kindness in all that we do.

We are committed to providing a welcoming, respectful and safe environment for all, including children and adults who may be at risk of abuse and neglect. The care and protection of children, young people and adults involved in Cathedral activities is the responsibility of everyone who participates in the life of the Cathedral Community.

We expect all staff and volunteers to share this commitment and follow safer recruitment policies and procedures.

All successful candidates will be subject to pre-employment checks, including satisfactory references and undertaking DBS checks where appropriate and Safeguarding training relevant to the job role.

Visitor Experience Manager

SALARY £26,000pa

FULL TIME– 37.5 hours per week to include some weekends, Bank Holidays and evenings

C OF E SAFEGUARDING TRAINING REQUIRED: Basic, Foundation, Leadership

As the Visitor Experience Manager, every day will be different, working in one of the great cathedrals of England with a wealth of stories and history, working alongside a wide range of colleagues, from stonemasons to virgers, with volunteer groups such as

the broderers, bellringers, holy dusters, guides and exhibition stewards all contributing to a richly rewarding place to work.

You'll possess great curiosity and a willingness to constantly learn and improve, scanning other cathedrals and beyond for best practice and innovation. You'll relish the opportunity to create and maintain networks of external relationships for mutual benefit, both locally and nationally.

You will be responsible for leading and delivering a high-quality experience and operation for the visitors to the cathedral, with a specific remit to lead in the standard of presentation, delivering exceptional customer service. You will inspire and lead the Visitor Services team, including volunteers. Working with the Curator and Marketing colleagues, you'll be responsible for signage and putting forward ideas for developing engaging interpretation and engagement onsite and digitally.

Working closely with other managers and colleagues, you will help to develop and implement year-round programming to grow the visitor business.

You will be a duty manager as part of a rota, particularly during the Christmas Market. Regular Saturday working and intermittent evening attendance will be required, with time off in lieu.

Principal Duties:

- Take responsibility for the visitor-facing presentation of the cathedral (excluding all church-associated activity), preparation and quality of signage, inside and outside, working closely with Marketing, Virgers and the Works team.
- Lead and manage the Visitor Services team on the cathedral entrance desk, setting and achieving targets for customer service and income. Oversee the Box Office activity for events and concerts within the cathedral.
- Represent the cathedral by acting as the principle point of contact for all external parties relating to booking the cathedral for concerts or events, ensuring all protocols and procedures are followed.
- Act as the Visitor Champion within the cathedral leadership team and with volunteer colleagues; receive and respond to visitor feedback.
- Work closely, providing leadership where agreed, with the volunteer groups associated with the visitor welcome within the cathedral.
- Working closely with the Enterprise Manager, help devise, develop and implement high-quality audience-led programming and experiences to increase and sustain the

visitor business, attracting a wider audience with a range of activities appropriate to the cathedral.

- Monitor, analyse visitor data to provide great customer service and to help inform the future development of the business.
- Assess the resources required, establish and manage budgets within visitor experience and events; including setting, monitoring and achieving stretching targets with the visitor services team; working with colleagues, maximise income generation and profitability.
- Identify and manage risks to the business, ensure Health and Safety, Safeguarding and other relevant policies are adhered to minimise risks to visitors, staff, volunteers, contractors; contribute to the business continuity and emergency procedure plans.
- Any other tasks that may be reasonably requested necessary to ensure the successful operation of the cathedral.

PERSON SPECIFICATION	Essential	Desirable
Qualification: relevant in subject area (arts, history, tourism, hospitality) or able to demonstrate equivalent knowledge and sector experience.	E	
Experience/Knowledge and skills		
Extensive hands-on experience in visitor-facing operations in a cultural or visitor attraction environment with keen interest in delivering the highest standards of visitor care.	E	
Experience and creative flair in the design and delivery of audience-led experiences and programming events in the historic, visitor attraction or cultural sector in a complex environment.	E	
Inspiring leadership skills including team development, motivation, communication and setting direction with clear objectives to achieve targets.	E	
Very good people and influencing enabling strong relationships to be built internally and externally; team player with a flexible approach to working.	E	

Excellent IT skills including MS Office, strong written and verbal communication skills.	E	
Ability to deal confidently, calmly and positively in emergency situations, to work under pressure, forward plan and meet deadlines.	E	
Proven track record of managing budgets to maximise sales, income and controlling costs.	E	
An interest in history or culture is desirable. However, it is essential to have sympathy with the Christian faith.	E	
Empathy for the vision, mission and values of the Cathedral	E	
Commitment towards Safeguarding, Equality, Diversity and Inclusion	E	
Experience of working with volunteers, understanding the different approach to motivate, recognise and reward volunteering.		D
Proven record of success in cultural or visitor business development, interpreting and responding to audience insight to improve and develop an offer.		D

Please note all shortlisted candidates will be required to complete an Application Form prior to interview.

Closing date for applications is 3rd May 2021

Interviews will be held on Tuesday 11th May 2021