



Job Title:	Visitor Operations Manager
Grade:	TBC
Location:	Longleat
Department:	Operations
Reports to:	Head of Operations

Job Summary

A strong focus on delivering safe, efficient and high-quality operational performance through effective operational leadership, robust health & safety compliance, operational readiness and strong service delivery standards across all operational areas.

A hands-on role to operationally manage all elements of Site Operations including Park Services, Seasonal Events, Attractions & Railway and Duty Manager program, with the ultimate goal of gaining a reputation for world class guest service across all areas

Key Responsibilities

Service and standards

1. Support the implementation and optimisation of Operational Plans to maximise profit performance, enhance the guest experience and ensure excellent guest satisfaction scores.
2. Drive operational service standards and continuous operational improvement across all areas of responsibility
3. Monitor quality standards and procedures directly linked to guest experience across all areas of responsibility
4. Ensure the smooth daily operation and practical procedures are in place across all reporting departments
5. Support the development and implementation of our Guest Service training programme to enhance the guest experience and ensure excellent guest satisfaction scores (NPS and CSAT)
6. Ensure full procedural and H&S compliance for events, attractions & railway. Including Risk Assessing, SOP's & Training matrices.
7. Lead the design and coordination of seasonal programming across the park, including Easter, February and October Half Term, Summer, and Christmas events, alongside the operational planning and delivery of all other events, festivals, corporate functions, and commercial event activity, ensuring effective staffing, operational readiness, crowd management, logistics and safety compliance throughout all trading periods.
8. Create, review and support writing of Business Continuity and Emergency Response plans for areas of responsibility.

Duty Manager

9. To manage the park Duty Manager Rota and ensure operational cover/efficiency across all open days through season in collaboration with the Head of Operations
10. Fulfil role as primary Park Duty Manager
11. Review Duty Manager training programme whilst ensuring team are fully trained
12. Review Duty Manager check sheets and EOD reports to ensure any issues reported are logged to correct departments with follow ups completed till works complete

Guest Satisfaction

13. Support, develop and oversee guest feedback within department (Post Visit feedback, mystery shop programme, external audits)
14. Actively interact with guests, providing assistance and responding to escalated enquires and complaints
15. To produce reports based on guest feedback, identifying trends and communicate to management

People Management

16. Fulfil all line management duties including recruitment, scheduling, performance reviews, performance manager and coaching
17. Train and develop reporting management team in line with agreed standards and processes to ensure high levels of customer service across all areas of responsibility.
18. Assess skills and experience of reporting management team, identifying and responding to multiskilling opportunities
19. Undertake investigation processes as required as part of management team

Profit

20. Manage Payroll (and budget) flexibly and effectively dependant on business budgets and forecasting whilst balancing needs of delivering profit, guest experience and safety
21. Responsible for all controllable costs and managing operational costs in line with budget
22. Support build of yearly budgets with Head of Park Operations

Other responsibilities

To act as a brand ambassador for Longleat ensuring that all work adheres to our brand guidelines/proposition and aligns with our vision of a Picture-Perfect site whilst performing the function required.

Deputise for Head of Operations during periods of business absence

To provide a Guest focused service at all times ensuring that all work is completed to the highest standards of the brand.

Represent the Company at all times by being smart in appearance and presentable whilst behaving in an appropriate manner in line with our cultural values.

Be accountable for their own development seeking out opportunities to learn new skills to continuously improve.

Work in a responsible and safe manner at all times adhering to Health & Safety, safe working practices and Company Policies and Procedures.

Such other reasonable duties as and when required by your Line Manager.

The Ideal Candidate - Knowledge, Experience and Qualifications

Essential

- Proven managerial experience of working a fast paced customer service environment.
- Significant operational leadership experience within a visitor attraction, leisure, tourism or hospitality environment
- Strong organisational and decision making skills
- Stakeholder management
- Strong people management and development
- Exceptional written and oral communication skills to interface with senior managers, line reports and guests
- Effective data collection, analysis and reporting
- Excellent word processing and IT skills, including knowledge of a range of software packages;
- Good organisational and time management skills
- Excellent interpersonal skills
- Flexibility and adaptability to juggle a range of different tasks and to work extra hours to meet deadlines
- Converse with H&S and areas of relevant legal compliance

Desirable

- Leisure & Tourism qualification would be an advantage
- Event delivery (Concept/Design, Build, Operation)
- Duty Manager experience
- Crisis Management experience