



Role Profile

Job Title	Visitor Experience Director (Maternity Cover)
Position	Temporary – maternity cover
Hours	Full-time 35 hours per week (including some evenings and weekends as part of a roster)
Holidays	33 days including 8 public holidays
Manager	The Director
Location	Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS

1. Equal Opportunities

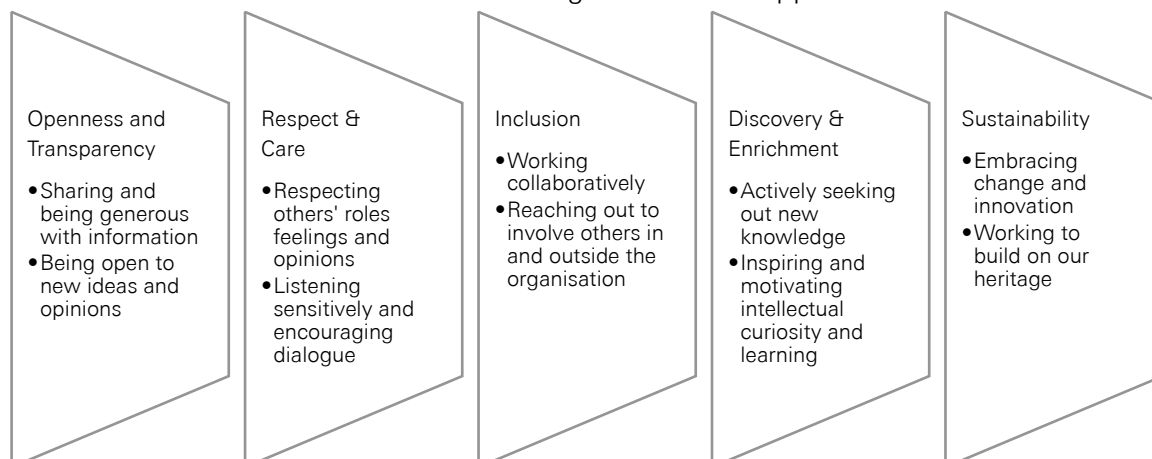
Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, Chelsea Physic Garden is committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation or socioeconomic background.

2. About Chelsea Physic Garden

Chelsea Physic Garden (CPG) is an independent charity set up in 1983 to promote and preserve the four-acre garden of the same name. The charity's mission is to demonstrate the medicinal, economic, cultural and environmental importance of plants to the survival and wellbeing of humankind. We are open to visitors six-days a week, eleven months of the year. There has been a teaching Garden on our site since 1673, and today we hope that all our visitors leave inspired, having learnt something new.

3. Our Values

We have a set of five inter linked reinforcing values that support each other



4. About the Role

This role is responsible for delivering an enriching and welcoming experience for audiences, sparking curiosity and inspiring lifelong learning. They contribute to project visioning, development and implementation within the responsibilities associated with the role.

The post is tasked with maximising the revenue from visitor admissions (including donations and Gift Aid). They work closely with colleagues to ensure that visitors are safe, and the quality of welcome and experience for visitors remains high.

The Visitor Experience Director (VED) will, through the Head of Learning & Public Engagement and their team ensure that the schools, outreach and public programme meet agreed objectives and budget, as well as KPI targets to users onsite and online.

As a member of the Senior Leadership Team they support the strategic planning for CPG. They attend Board Meetings and the Advisory Committee. The VED also supports the work of the Chelsea Heritage Quarter, and sit on the Steering Committee with peers from other partner sites within the network.

4.1 The Visitor Experience Director line manages:

The Head of Learning & Public Engagement who in turn manages the learning team.

The Visitor Experience Manager who in turn manages the Volunteer Manager (who oversees all aspects of the volunteering journey), and the Assistant Visitor Experience Manager who is responsible for the small team of Visitor Experience & Retail Assistants.

5. Key areas of responsibility

5.1 Visitor Experience: Ensure that the Garden delivers a quality onsite experience for all audiences with services and facilities for audiences presented to a high standard. Responsible for meeting the visitor admissions budget, and, through the Visitor Experience Manager ensure that data, records and income associated with all admissions activity is recorded and reported on. Support the team to reach their ambitious Gift Aid conversion targets. Maximise the potential for group visits and work with internal stakeholders and onsite catering partners to ensure that the upsell potential is maximised e.g. through booked catering options. Ensure that the team are confident and competent to upsell including retail and membership sales.

The VED leads on ensuring the highest levels of professionalism and customer service are delivered across the Garden internally and externally. They will use professional knowledge to develop appropriate surveys and provide and interrogate data to drive the key performance indicators relating to targets, satisfaction and quality. They will work closely with colleagues to ensure that subcontracted services and contractors delivering services, including but not restricted to accredited suppliers maintain a consistently high level of service across all areas of activity.

5.2 Health and Safety, Risk Monitoring, Welfare, Fire and Security: Develop, manage and maintain systems and procedures to ensure the health and safety of visitors, staff, volunteers and contractors. Chair the quarterly H&S Committee meetings and work with colleagues so that records are kept up to date. Take responsibility for the management of

the organisational Risk Register, and reporting on it to the Board as scheduled. Ensure that any dangerous or urgent matters are escalated and take such action (and empower others to do so) to stop dangerous or potentially dangerous actions for the safety and wellbeing of all. Ensure the up to date and prompt maintenance of systems, produce and keep such records relating to fire, security and COSHH regimes as are required or appropriate. Support the Designated Safeguarding Leads with any investigations or matters related to safeguarding at CPG. Ensure that insurance conditions are met and that the assets of the Garden are kept safe at all times. Be responsible for ensuring that staff and volunteers receive the appropriate and timely level of training relevant to their role.

5.3 Schools, Outreach and Public Learning Programmes: The VED will through the Head of Learning & Public Engagement ensure that schools, outreach and the public programme meet agreed objectives and financial targets and satisfaction levels. All activities should support the organisational mission, and deliver an enriching experience to users through the agreed programmes and priorities. They will ensure that agreed objectives identified as part of any grant funded programmes are achieved and that reports to funders are prepared in a timely manner.

5.4 Volunteering: The Volunteer Manager (VM) is managed by the VEM. The VED will ensure that there is consistent and quality support for volunteers across all areas of activity at CPG. They will support the VEM to ensure that the Volunteer Manager compiles and executes a clear plan for future volunteering ensuring that volunteering leads are involved in identifying priorities and opportunities for the future. The VM reports regularly on the contribution of volunteers to CPG and ensuring that departmental KPIs are met. They ensure that all volunteers are trained to a high standard, and are aware of H&S procedures.

5.6 Archive Collections: The VED will ensure that the library and archive collections of CPG are kept safely. They are responsible for ensuring research and access requests are handled in a timely manner, working with others to manage these. They will work with the Florilegium Society ensuring that their needs are met and that the collection of their work, owned by the Garden is kept safe. Throughout any project visioning, development and implementation they will work closely with the Head of Plant Collections and other colleagues to propose actions that will increase the access to, interpretation and understanding of these collections, be that physically or virtually.

5.7 Capital Projects: Take an active part in any capital projects being planned or undertaken at the Garden and be responsible for any specific activities, programmes or pieces of work that are delegated to the role meeting time and cost deadlines as set by any Project Board or team. Attend meetings and prepare reports and updates as required.

6. Person Specification

Knowledge Skills and Experience	Essential/ Desirable
IOSH or NEBOSH "Managing Safely" Qualification	E
Able to demonstrate an understanding of the distinct legal difference between a charity and commercial enterprises.	E
Previous experience of having managed or directly supervised volunteers	E
Demonstrable customer service skills and a desire to exceed customer expectation	E

Confident and experienced line manager with considerable experience managing and empowering staff and volunteers	E
Ability to balance complex stakeholder interests in a constrained site	E
Previous experience of being part of a project team planning and/or executing a major infrastructure project	D
An interest in gardens or Garden history and a willingness to understand basic botany and plant nomenclature	D
Motivated by a desire to give visitors and customers an excellent experience whilst maximising revenue generating potential	E

7. Competency Framework

We have a set of eight competencies that are common to all employees and within the framework each competency has four levels which relate to the level at which individual roles need to operate. The competency assessment for this role is set out below and more information will be provided to support this assessment.

	Competency	Descriptor	Level for this role
1	Leadership	Setting the pace and behaving with integrity	3
2	People Management	Making clear what you expect and what is to be achieved; enabling and supporting your staff to deliver	4
3	Analysis and use of Evidence	Collecting, analysing and using information and evidence, assessing risk and taking decisions	4
4	Communication	Communicating with colleagues, visitors and stakeholders	4
5	Collaborative Working	Working together with people within and outside of CPG to help us achieve our goals	3
6	Delivering Results	Organising and managing the work to deliver results	4
7	Using and Managing Resources	Using resources cost effectively	4
8	Know How	The knowledge, skills and expertise you need to do your job and help others to do theirs	3

8. Terms and Conditions

The post holder will be required to work an average of five days per week but the nature of the role means that flexibility over the days and hours worked is required

to meet the needs of the business. There is an opportunity for hybrid working based on a minimum of 60% based at the Garden including a Friday.

There is a requirement to work regular weekends (normally just a Sunday) and bank holidays as part of a roster, for which time off in lieu will be provided.

The Garden operates a salary exchange pension scheme currently with Royal London which means that your gross salary is reduced by the amount of pension contribution made by the employee which is then paid directly into your pension. The equivalent contribution rates are 6% employer and 3% employee at the end of the probationary period.