

COMMERCIAL VISITOR OPERATIONS MANAGER PERSON SPECIFICATION

TYPE	ESSENTIAL	DESIRABLE
<p>QUALIFICATIONS & KNOWLEDGE</p>	<ul style="list-style-type: none"> • Degree (or equivalent experience) in business management, hospitality, tourism, or a related field. • Strong understanding of commercial drivers in a visitor attraction or similar setting. • Knowledge of health and safety, compliance, and operational best practices. • Understanding of customer service standards and visitor engagement strategies. • A full UK driving license and access to own vehicle for work use. 	<ul style="list-style-type: none"> • Knowledge of local tourism markets and trends. • Awareness of accessibility, inclusion, and audience development principles. • First aid qualification, or willingness to be trained. • Personal licence, or willingness to be trained.
<p>EXPERIENCE</p>	<ul style="list-style-type: none"> • Proven experience in a commercial or operational management role within a visitor-focused environment (e.g. attractions, heritage sites, retail, hospitality, or leisure). • Demonstrable experience of driving revenue growth and achieving financial targets. • Experience managing teams, including recruitment, training, and performance management. • Track record of delivering excellent customer/visitor experiences. • Experience managing budgets, stock, or retail/secondary spend operations. 	<ul style="list-style-type: none"> • Experience in multi-income stream environments (ticketing, retail, food & beverage, events). • Experience working in a cultural, heritage, or tourism setting. • Experience with EPOS systems, ticketing platforms, or CRM systems. • Experience managing outsourced service and facilities providers.

TYPE	ESSENTIAL	DESIRABLE
SKILLS	<ul style="list-style-type: none"> • Strong leadership and team management skills. • Excellent communication and interpersonal skills. • Commercial acumen with the ability to analyse data and make informed decisions. • Highly organised with the ability to manage multiple priorities. • Problem-solving skills and the ability to make decisions and manage staff in live environments. • Ability to deliver high standards of presentation and visitor experience. • Confident IT skills, with proficiency in Microsoft Office 365. 	<ul style="list-style-type: none"> • Marketing or sales skills, including upselling and conversion strategies. • Ability to interpret visitor data and feedback to drive improvements. • Business standard written and verbal communication.
ATTRIBUTES	<ul style="list-style-type: none"> • Customer-focused with a passion for delivering outstanding visitor experiences. • Proactive, self-motivated, and results-driven. • Flexible and adaptable approach to work. • Strong attention to detail and commitment to quality. • Collaborative team player with a positive attitude. • Willingness to work weekends, evenings, and public holidays as required. • Ability to be on-site and visible during operational hours. • Shares the values and ethos of the PHQ charity. 	