



Section 1: Job Description

Job Title: Visitor Programmes Manager (maternity cover)	Post No:
Band: Enterprises Grade: 5	Job family: Professional and Services
Directorate: Marketing & Commercial	Section: Visitor Programmes, Events & Exhibitions
No. of Direct Reports: 1	No. of Indirect Reports: 0
Reports to (Position): Head of Visitor Programmes, Events & Exhibitions	

Job Purpose:

To drive visitation and deliver Royal Botanic Gardens, Kew's (RBG Kew) mission by developing and delivering innovative and compelling visitor programming which meets audience needs, drives revenue and communicates our mission and purpose.

This role will have accountability for delivery of key events and festivals, working with stakeholders throughout the organisation

Success in this role will deliver a motivating reason to visit RBG Kew, providing visitors with a quality and unique experience, delivering new insights into Kew's work, especially plant science, through an exciting range of creative engagement methods.

Job Context:

The visitor programmes at RBG Kew is one of the key opportunities we have to engage the public in a positive way with the environmental challenges faced by the planet and how understanding plants and conserving their diversity is at the heart of helping us to live in a better balance with the world around us.

A key objective of the post is to increase admissions-related income, by developing and delivering a motivating reason to visit, in the competing London market.

The post holder will be part of a wider team of enthusiastic staff with expertise and experience. Our programmes rely on the combined and collaborative efforts of a range of staff from very different areas of expertise, particularly operations, science, estates, horticulture, marketing and digital.

The role will interact and negotiate with representatives of all these teams.

Accountabilities:

1.	Develop, write and evaluate well-researched ambitious deliverable proposals and business cases for future visitor programmes (planning five years ahead).	50
2.	Project manage annual and one-off events and festivals, open days, walks, trails, workshops and a host of similar activities which collectively form the RBG Kew's visitor programme.	20
3.	Oversee creative suppliers and contractors from procurement and service agreements, through to the management of health and safety and the quality of delivery on site.	5

Job Profile

4.	Actively support the Head of Visitor Programmes, Events and Exhibitions in the development of business plans for visitor programmes which set out specific objectives, targets and KPIs. Support the on-going performance monitoring and measuring of success.	5
5.	Work with and support the Visitor Programme team, ensuring the delivery of high quality and creative programming/interpretation. Ensure motivation and personal development through challenging and appropriate work plans.	5
6.	Work collaboratively with Science, Horticulture, Interpretation and Learning teams and other key content providers, to ensure that programming activity conveys agreed messages about plant science and Kew's mission and achieves agreed learning and engagement outcomes.	5
7.	Work collaboratively with the Marketing, PR and Digital teams, all Marketing and Commercial teams, to make sure that events and festivals maximise visitor numbers and commercial opportunities and are integrated across all public facing channels.	5
8.	Communicate programme activities to all the internal and external stakeholders to ensure a collaborative and smooth experience for visitors and staff. Share learnings and new initiatives with RBG Kew's teams.	5

Management of Resources

Financial Responsibilities: All staff are responsible for management of their own time and resources.

1.	The visitor programme team has a budget of approximately £1million per annum which will have significant opportunity to change and grow aligning to the organisational objective to increase visitors to 2million
2.	The post-holder will be responsible for procurement of services, equipment and concessions up to a value per-contract of £100,000 as well as the ongoing management of those contracts, including ensuring compliance with Kew's procurement and financial policies and systems.
3.	Budget monitoring and forecasting for delegated events and festivals. You must at all times keep accurate and up-to-date financial records.

Management of People

1	Events & Interpretation producer
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Job Holder

Date

Line Manager (F7) or above

Date

(Signatures)

Section 2: Person Specification

Education and Experience

Essential
A degree in science communication, education or a relevant subject or equivalent experience in the field.
Excellent interpersonal skills, with the ability to lead, inspire, motivate and empower others
Ability to identify problems quickly and produce effective solutions with confidence
Experience of working in a similar visitor facing environment.
An understanding of the latest developments in visitor engagement and evaluation techniques
Commitment to principles of equality and diversity
A creative approach to generating and developing new ideas

Job Specific Competencies – *skills and abilities specific to the job*

Essential
Project management experience of large-scale projects of a similar nature on a major visitor attraction site.
Extensive experience of researching and developing a range of creative programming, for large-scale attractions, that have been successful in driving visitation and income.
Proven experience of audience engagement and learning and applying this to programming in a visitor attraction or similar organisation.
Proven organisational skills and the ability to prioritise workload, adapt to change quickly and to work to deadlines with speed, accuracy with a high attention to detail
An ability to work with all levels of staff across a huge range of discipline. Proven negotiation, advocacy and influencing skills.
Extensive experience of contractor and supplier management, including health and safety processes, procurement regulations and value for money assessments.
Extensive experience of project monitoring and measuring success against KPIs.
Some experience with formal line management responsibilities including performance management, objectives setting and personal development plans
Strong IT skills across Microsoft Office, with an awareness of drawing and design packages used by professional designers
A willingness to work flexibly including regular out of hours and weekend work.

Job Profile

Enterprises Competency Framework: indicate the level of each competency and highlight the description for this job

Competency	Level	Description
Customer Service	2	Delivers a service that meets or exceeds customers' expectations
Teamwork	3	Works as a leader and develops team working
Communication	3	Able to confidently adapt own communication skills to varied situations
Decision Making	3	Decisions are consistent, made via thorough and systematic analysis of facts and input from others
Changing with Pace	2	Proactively supports, adapts and communicates the need for change
Developing Potential	2	Takes ownership for own development, consistently achieves development objectives
Commitment	3	Tracks progress and consistently delivers high quality on time
Delivering Value for Money	3	Plans and forecasts against budgets, reviews and monitors progress
Planning	3	Able to plan own work and the work of others, thinking about how this fits into the overall organisational picture

Position within the Team

