



COGGES HERITAGE TRUST

ROLE DESCRIPTION

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| Job title: | Head of Operations: 12 month contract |
| Hours of work: | 37.5 per week |
| Salary: | c£40,000pa |
| Reports to: | Board of Trustees |
| Directly manages: | Cafe Manager Marketing Manager Learning and Community Manager Volunteering Manager Events Manager Visitor Experience Assistant/Animal Technician Visitor Experience Assistant |
| Role purpose: | To put in place improvements in offer, service delivery, site presentation, sales processes and marketing to increase income from admissions, catering, retail, events and venue hire. To plan and implement these improvements working closely with trustees, staff and volunteers ensuring the training and guidance takes place to ensure raised standards of practice are embedded within the organisation. |

This 12 month contract is due to start in January 2021.

The role will operate in parallel with the Trust's Director who is being seconded to focus solely on delivery of capital projects. The Director and Head of Operations will work in close consultation with each other, ensuring the successful integration of new facilities into the Cogges offer. The Head of Operations will also work closely with the Directors of Cogges Heritage Enterprises, the Trust's trading company through which catering, retail and weddings are managed.

The role will suit someone with extensive experience in operating a high-quality, successful visitor attraction, with excellent management and communication skills and commercial acumen. You may have been managing an attraction or working within a commercially focussed department. This role includes responsibility for achieving income targets and managing budgets – a proven record of relevant experience and responsibility is required.

For further information please contact Judy Niner, Chair of Trustees at judy.niner@cogges.org.uk.

To apply please send your CV together with a covering letter describing the skills and experience you have to enable you to achieve the purpose of this role within 12 months.

Key tasks

Planning and implementation

1. To plan and implement improvements to the offer particularly for families
2. To set and implement standards of on-site presentation including signage, staff and volunteer identification, tidying/cleaning procedures etc
3. To review the ticketing system, ensuring it is fit-for-purpose and used to full effect to encourage sales and provide effective marketing and communications data
4. To review the catering offer and implement improvements as appropriate
5. To review the retail offer and implement improvements as appropriate
6. To review the events offer and implement improvements as appropriate
7. To review the venue hire business and implement improvements as appropriate
8. To review the roles of operational staff and volunteers

Management

9. To deliver and report on performance of all income streams including visitor admissions, weddings, retail and catering.
10. To manage the operation of the Cogges site within delegated budgets to ensure an excellent and safe visitor experience, in particular through the leadership and training of other staff and volunteers. This to include leading Cogges compliance with Covid regulations and best practice
11. To manage the operation of the welcome desk, training staff and volunteers to provide an excellent visitor experience, to maximise revenues from ticket sales, gift aid and donations, and to collect marketing data.
12. To collect and report on visitor numbers, visitor trends and feedback.
13. To oversee the appropriate use of animals in support of the visitor offer and to ensure compliance with animal welfare and regulatory requirements.
14. To guide the Marketing Manager to devise and implement an effective marketing strategy, including the launch of the NLHF-funded interpretation of the house and grounds
15. To ensure the NLHF Activity Plan activities are fully integrated into the operations and marketing of the site
16. To devise, update and ensure the application of risk assessments and mitigation plans in connection with all activities with greater than minimal risk, and ensure training is provided for staff, volunteers and freelancers in safe working practices.
17. To manage wedding sales and other hires, managing operational staff and volunteers to support hires, and maximising secondary income.
18. To act regularly as Duty Manager, including site set-up, presentation and safe operation.

19. To hold regular team meetings and ensure good co-ordination and communication across the organisation.
20. To ensure regular checks and tests are carried out in accordance with health and safety policy and legislation, including the maintenance of records and reporting of incidents; to take reasonable care of the health, safety and welfare of self, other people and resources.
21. To set objectives and conduct appraisals with staff.
22. To participate in the delivery of events.
23. To provide reports for and attend meetings of the Board of Trustees and relevant sub-committee meetings
24. To carry out any other occasional tasks that may be reasonably required by the Board.

Cogges Heritage Trust
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www.cogges.org.uk