



Job Title	Programmes Manager
Department	Visitor Attraction
Reports to	Head of Visitor Attraction
Direct Reports	None
Working hours and pattern	40 hours across 5 days. Weekend flexibility as needed.
Will this role qualify for tronc or bonus?	Tronc

Purpose of this role
<p>The Programmes Manager is responsible for the development, delivery, and commercial performance of The Newt’s public-facing programme of experiences. This includes workshops, guided tours, seasonal events, and educational offerings, ensuring they align with The Newt’s brand, storytelling, and standards of excellence.</p> <p>The role blends creative programming with operational execution and revenue generation, driving both visitor engagement and commercial success.</p>
Responsibilities
<ul style="list-style-type: none"> • Design and curate a year-round calendar of workshops & tours (e.g. Horticulture, food, craft, wellbeing, heritage). • Collaborate with internal experts (gardeners, chefs, artisans, historians) to create authentic, high-quality experiences. • Collaborate effectively with the Events Manager and Events team • Ensure all programmes reflect The Newt’s ethos, seasonality, and estate narrative. • Continuously innovate and refresh the offer to encourage repeat visitation. • Plan, schedule, and oversee delivery of workshops • Source and manage external facilitators where required. • Maintain exceptional standards of guest experience from booking through to delivery. • Gather feedback and iterate programming based on guest insights. • Oversee the development and delivery of guided tours across the estate (gardens, farm, cyder cellar, history). • Train and support guides to deliver engaging, informative, and consistent storytelling. • Ensure interpretation is accurate, compelling, and aligned with brand voice. • Own revenue targets for programmes, including workshops and tours • Work closely with marketing and digital teams to optimise sales, pricing, and occupancy. • Analyse performance data (attendance, revenue, conversion) to inform decisions. • Identify opportunities for upselling, cross-selling, and new revenue streams. • Manage end-to-end logistics for all programmed activities, including scheduling, staffing, materials, and setup. • Ensure smooth coordination with operations, retail, hospitality, and estate teams. • Maintain compliance with health & safety and risk assessments. • Partner with internal departments (Gardens, Farm, Food & Beverage, Retail, Marketing) to deliver integrated experiences.



<ul style="list-style-type: none"> • Build relationships with external partners, suppliers, and specialists. • Support private events, group bookings, and corporate experiences where relevant.
<p>Characteristics needed for this role</p>
<ul style="list-style-type: none"> • Highly organised and detail oriented – able to manage schedules and multiple concurrent programmes without compromising quality. • Commercially driven – understands how to balance creativity with revenue generation and cost control. • Creative and curious – actively seeks out new ideas, trends, and opportunities to enhance the programme. • Guest-focused mindset – consistently prioritises exceptional visitor experience and attention to detail. • Collaborative and relationship-led – builds strong working relationships across departments and with external partners. • Hands-on and proactive – willing to be operationally involved and solve problems in real time. • Adaptable and resilient – comfortable working in a fast-paced, seasonal environment with changing priorities. • Strong communicator and storyteller – able to translate The Newt’s ethos into engaging, accessible experiences. • Quality-driven – maintains high standards and takes pride in delivering excellence. • Passionate about The Newt’s world – genuine interest in gardens, food, land, craft, and heritage.
<p>Skills and experience needed for this role</p>
<ul style="list-style-type: none"> • Proven experience in programme or event management, ideally within hospitality, tourism, heritage, or cultural sectors. • Strong commercial acumen with experience managing budgets and driving revenue. • Excellent organisational and project management skills. • Ability to balance creativity with operational delivery. • Strong interpersonal and communication skills, with confidence engaging a wide range of stakeholders. • Passion for gardens, food, craft, or heritage (aligned with The Newt’s offering). • Experience in customer experience design and delivery.
<p>Qualifications needed for this role</p>
<ul style="list-style-type: none"> • None Applicable
<p>Qualifications desired for this role</p>
<ul style="list-style-type: none"> • None Applicable
<p>What systems will be used in this role?</p>
<ul style="list-style-type: none"> • Sage • Internal booking systems • Website software



The Newt
in Somerset

- Restaurant booking systems

Department Description

At the heart of our Gardens lies the Visitor Attraction, where every day we welcome hundreds of members and guests. The experience of each guest is central to everything we do, from a warm welcome on arrival, to solving challenges with care, and sharing the stories behind our exhibits. The Visitor Attraction becomes more than a destination, it is a living showcase of Somerset's heritage, its food, and its horticulture, told through every encounter and every corner of our grounds.