



Department	Visitor Attractions Operational Manager
Approximate Department Size	Approx. 40 people
Reports to	Head of Visitor Attraction
Direct Reports	Roman Villa Manager, Welcome team Manager, Curational team lead
Working hours and pattern	40-hour week over 5 days, includes weekend work when required.
Will this role qualify for tronc or bonus?	Bonus
Purpose of this role	
To lead the day-to-day operation of all guest-facing areas of our Visitor Attraction—ensuring a safe, efficient, and consistently high-quality experience from arrival to departure. The postholder manages the Welcome, Exhibits and Archive teams (via department managers and team leads), coordinates with estate stakeholders to deliver seamless guest experiences, and upholds standards across venues and exhibitions.	
Responsibilities	
Operational Leadership - Oversee daily operations for visitor-facing services, including the Threshing Barn information desk, the Welcome Desk and the exhibits. - Maintain clean, safe, compliant, and welcoming venues with excellent customer service standards. - Resolve operational issues and incidents to protect continuity of visitor experience. Team Leadership & Development - Lead and motivate Welcome and Exhibit teams and associated managers/leads. - Recruit, schedule, train, and develop team members, promoting a positive workplace. - Coordinate with HR to deliver training on customer service, health & safety, exhibitions, and venue knowledge. Visitor & Member Experience - Develop and implement strategies to enhance accessibility, inclusivity, and overall satisfaction for visitors and members. - Partner with Communications/Marketing and Events on workshops and member programming. - Gather and analyse feedback and usage data (e.g., member reports, algorithm insights) to inform continuous improvement and drive repeat visitation. Health, Safety & Compliance - Ensure compliance with health & safety and fire regulations, including risk assessments and venue standards. - Serve as point of contact for first-aid and H&S emergencies; ensure front-of-house team certifications are current. - Embed best practice and maintain training records. - Liaise with Engineering on all Visitor Attraction technology; log and track faults in line with Service-Level Agreements. Commercial Operations & Finance - Lead membership commercials and renewal processes - Identify opportunities to grow revenue in line with brand values. - Develop commercial initiatives that enhance both experience and income. - Set and manage budgets with Head of Visitor Attractions; monitor financial performance and produce monthly reports on KPIs (visitor numbers, financials, satisfaction).	



Stakeholder Collaboration • Work closely with F&B Operations, Events, and other estate teams to coordinate projects and deliver integrated experiences. • Maintain estate-wide operational standards across the Visitor Attraction.
Characteristics needed for this role • Strong leadership presence with ability to inspire and direct frontline teams. • Resilient under pressure with sound judgment in fast-paced, guest-facing environments. • Highly organised and disciplined in operational planning and execution. • Excellent interpersonal and communication skills to engage both staff and visitors. • Hands-on approach with visible presence across venues. • Commitment to delivering safe, compliant, and consistently high service standards.
Characteristics desired for this role • Passionate about heritage, culture, and visitor experience. • Natural collaborator, fostering cross-departmental relationships. • Creative problem-solver, able to adapt to changing visitor needs. • Approachable and empathetic, with a people-first mindset. • Enthusiastic about continuous improvement and innovation in service delivery.
Skills and experience needed for this role • Strong experience in Visitor Attraction Management • Proven ability to train, lead and motivate a team • Strong customer service standards and operational discipline. • Experience with rotas, budgets, and resource planning. • Competent with systems and reporting tools; uses data to inform decisions. • Effective problem-solving under pressure; confident cross-functional collaborator.
Skills and experience desired for this role • Prior customer-facing experience with strong interpersonal skills. • Experience with events and health & safety. • Proven leadership of multi-disciplinary frontline teams. • Track record of enhancing visitor/member experiences. • Luxury Visitor Attraction, Hospitality or Leisure experience
Qualifications needed for this role • NA
Qualifications desired for this role • Qualification in Hospitality/Tourism/Visitor Attraction/Events management or similar • Health and Safety Qualification
What systems will be used in this role? • Membership System • Reporting and Analytics systems • Various systems for restaurant/exhibit booking • Team Management system (Fourth)
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



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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.