



## **Heritage & Engagement Coordinator** **Full Time - £18,870pa starting salary**

<b>Responsible to:</b>	Visitor Services Manager (VSM)
<b>Supervised day to day by</b>	Visitor Services Manager
<b>Responsible for:</b>	Project Volunteers
<b>Key Relationships:</b>	Bridgemaster CLV Officer Bridge Attendants Archivist

37 hours a week Monday to Sunday - including evenings, weekends and bank holidays.

- Six-month probationary period
- 20 days' holiday excluding Public Holidays
- Trust's Workplace Pension Scheme
- Healthcare package
- Based at the Clifton Suspension Bridge Offices, Leigh Woods, Bristol

The Heritage & Engagement Coordinator will facilitate delivery of tours, education workshops and the overall smooth running of the Clifton Suspension Bridge Visitor Centre.

The public facing side of this role involves working closely with volunteers, general visitors, school groups and adult learners, and overseeing the Visitor Centre shop. Behind the scenes the role encompasses tours and workshops bookings, marketing and public relations including social media, and helping to ensure that visitor services are delivered to the highest quality and to increasing numbers of visitors and from diverse backgrounds.

### **Key Duties**

1. Co-ordinate school and private bookings and assist with delivery:
  - Deliver schools/tours packages alongside Volunteer Guides
  - Process bookings for school and private tours, workshops, talks
  - Report on booking numbers and predicted income
  - Contribute towards the development of educational resources relating to the National Curriculum or other schemes of learning
  - Work with partner organisations in the vicinity of the bridge to establish the Visitor Centre as a start/end point for walks, tours and outdoor activities
2. Undertake marketing and public relations, to increase footfall at the Visitor Centre and attendance at events, and increase knowledge and understanding of the bridge:
  - Maintain the Trust's website, ensuring that content is up-to-date, relevant, well presented and accessible, and resolving technical difficulties in conjunction with the Trust's web designers
  - Generate and post content for all of the Trust's social media activity, e-newsletter, blog and online listings, in order to maximise interest in key events, new products and news items, increase the number of followers, as well as responding to feedback, reviews, enquiries and other external digital communications
  - Create other promotional materials for physical and virtual distribution

3. Volunteer liaison and support, to ensure volunteers feel a core part of the team and are able to apply as fully as possible their relevant skills, knowledge and experience:
  - Support the induction, training and development of volunteers providing training and other activities within your remit.
  - Maintain communication with all volunteers, particularly face to face and through the weekly bulletins and maintenance of desk diary
  - Book, organise and publicise volunteer enrichment, training and celebration events
  - Support the CLV Officer in filling the volunteer rota
4. Deliver visitor services to the highest standards and support the increase in numbers and range of visitors to the Visitor Centre:
  - Visitor data and demographics: create and distribute visitor and volunteer surveys, and produce reports on visitor trends and spending habits
  - Support the day to day running of the Visitor Centre (cover volunteer breaks/be in on time to open up and lock up)
5. Develop the retail offer, to enhance the visitor experience and increase profits for the Trust:
  - Organise visual merchandising and display including promoting new ranges, special offers and sale items
  - Select and develop appropriate merchandise lines including working with local artists
  - Price stock to maximise net profit and identify underperforming lines
  - Control and record stock movement, undertake the annual stocktake and stock report
  - Programme the EPoS system, monitor sales and administer PCI:DSS compliance
  - Train and support volunteers in the EPoS till and donation collection
  - Ensure cashing up/stocking up is undertaken accurately and within agreed guidelines
6. Contribute to the development of other income-generating opportunities, such as venue hire, formal or informal educational content and new visitor resources.
7. Contribute towards the development of new outreach and access projects/activities to attract new or non-traditional audiences to the Bridge
8. Be accountable for own development seeking out opportunities to learn new skills
9. Other general duties, as required:
  - Provide out-of-hours assistance and support to the supervisor and volunteer team
  - Dealing with general enquiries by email and telephone

## **Knowledge, Experience and Skills**

The successful candidate will be a confident and organised early career professional with an aptitude for the English language and a creative background who may have already worked or volunteered as an educator in Bristol.

### **Essential**

1. Relevant professional experience within the heritage or related sectors
2. Educated to degree standard or with a vocational qualification specific to the core duties of the role (e.g.: digital, education, heritage, programming)
3. Excellent team working, communication and organisational skills
4. Strong oral and written communication skills
5. High level of literacy and numeracy
6. Good working knowledge of Microsoft Office, particularly Excel
7. Knowledge of html or Content Management Systems (CMS), especially Drupal
8. Knowledge of Photoshop or similar image editing software
9. Experienced in facilitation and presentation skills
10. Full driving licence and access to a vehicle to fulfil the travel requirements of the role

### **Desirable**

1. Experience working with volunteer teams
2. Experience in developing and delivering educational content to groups
3. Experience in maintaining a corporate social media account
4. Experience Retail experience, ideally within an stocking/inventory role
5. Knowledge of EPoS till systems

This post will include:

- Delivering tours outdoors in variable weather conditions, working at height and underground and use of ladders.
- Some weekend, evening and Bank Holiday working (with time off in lieu available)

The postholder will be subject to a DBS check and must prove their ability to work in the UK.

### **Applying for this Role:**

Applicants should complete CSBT's application form – available electronically and from the CSBT website. Applications should be marked 'H&E Coordinator Application – Private and Confidential' and emailed or sent as a hard copy to arrive by 5pm on Friday 27<sup>th</sup> July 2018.

CSBT is an equal opportunities employer.

Laura Hilton,  
Visitor Services Manager  
Clifton Suspension Bridge Trust  
Bridge Road  
Leigh Woods  
Bristol  
BS8 3PA

[visitinfo@cliftonbridge.org.uk](mailto:visitinfo@cliftonbridge.org.uk)

It is intended to interview shortlisted candidates on the week commencing 13<sup>th</sup> August 2018.