**Culture Perth and Kinross**

**Job Description**

**Job Title General Manager - Museums**

**Salary £41,294.88 per annum**

**Hours 36 per week**

**Location Perth City Hall Museum (Interim location** A K Bell Library, Perth)

**Reports to Chief Executive**

**Responsible for Front of House, Caretaking, Commercial Events staff and others as identified.**

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| **Job Purpose*** **To delivery outstanding visitor experiences.**
* **To maximise income from commercial sources to meet business model targets.**
* **To manage day to day key operational relationships and contracts including with catering and hospitality providers, cleaning, waste and security providers.**
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**Key activities of the post will be to:**

* To lead on the development (pre-opening) and subsequent delivery of Visitor and Commercial Services within the new Perth City Hall Museum
* Drive the development and implementation of visitor experience, commercial, sales and marketing strategies.
* Liaise with Marketing, Events, Operations and Finance Teams to support delivery of the key priorities of your post.
* Lead development of operational procedures, business continuity strategies, policies and guidelines ensuring buildings operate in the most efficient and effective way.
* Support FOH staff recruitment, development and training to ensure a highly motivated, empowered and visitor focused team are delivering excellent visitor experiences at all times.
* Undertake recruitment processes and build strong, high performing teams.
* Manage the sourcing and procurement of catering and hospitality provision.
* Building effective working relationships with Perth and Kinross Council colleagues and other key stakeholders.
* Build and maintain positive working and collaborative relationships with other local visitor attractions, and with hospitality, accommodation and tourism providers to support achievement of corporate targets and delivery of high-quality visitor experiences.
* Ensure effective marketing strategies are in place to maximise potential visitor numbers to venues. Lead brand responsibility and reputation management to reduce reputational risk.
* Lead on in-venue fundraising and sponsorship, ensuring income targets are met.
* Manage the relationships with catering and hospitality providers delivering contracted services on site.
* Lead on the development and delivery of commercial venue hire and events bookings and delivery.
* Seek additional opportunities and promotional activities to maximise commercial income to the organisation including the provision of strategic guidance on pricing of products and services.
* Leading by example to ensure a positive workplace health and safety culture across all staff teams and building users.
* Liaise with contracted staff including cleaning, security and others as appropriate to ensure health and safety compliance and the efficient discharge of contractual activity.
* Ensure the security of the building and that all relevant protocols and procedures are followed at all times.
* Liaise with colleagues across CPK to ensure organisational priorities are enacted, communication is robust and that reporting internally and externally is undertaken on time.
* Spearhead technology adoption and innovation culture in products and services.
* Stay abreast of relevant emerging trends in the tourism and visitor attraction market reporting to the Executive Management Team and the Board as required.

This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

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| **Knowledge & Experience**  |
| * You will have at least 5 years’ experience of working in arts, cultural or heritage attractions at a senior managerial level or within commercially driven organisations.
* You will have a good understanding of Scottish and UK Tourism markets and how to maximise footfall to attractions in a highly competitive environment
* You will have at least three years’ experience of managing budgets, delivering on financial targets and using financial systems including POS systems which are all essential to this post
* You may hold qualifications in Business Management, Retail, Finance, or Tourism.
* Ideally you will have experience of opening a new venue or businesses
* It is desirable that you demonstrate an interest in culture, heritage or the arts
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| **Customer Care** |
| * Applies excellent two-way communication skills in order to fully understand audience needs and expectations.
* Values all types of customers and is genuinely committed to providing them with a positive experience of the organisation.
* Excellent written, face-to-face and telephone skills.
* Ensures complaints are followed up with a view to a speedy resolution.
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| **Health & Safety** |
| * Must be able to cope with the demands of the job.
* Experience of working within prescribed safe working practices.
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| **Equality & Dignity at Work** |
| * Must be able to treat colleagues and customers with dignity and respect.
* Encourages the team to develop a better understanding of customers and staff from non-traditional backgrounds.
* Demonstrates a personal commitment to fairness and equality of opportunity.
* Decisively tackles approaches or attitudes that are biased.
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| **Communications** |
| * Ability to communicate effectively with the public, partners, staff members and management.
* Excellent presentation, content production and writing skills.
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| **Flexibility** |
| * Able to work independently with a flexible approach to working hours.
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| **Achievement of Results** |
| * Strong analytical and decision-making abilities
* Able to work under pressure and to strict deadlines.
* Identifies priorities and consistently achieves key targets.
* Pragmatic and focused approach that is objectives driven.
* Demonstrates a tenacity and persistence to achieve results; is methodical, systematic and consistent in ways of working.
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| **Quality**  |
| * High degree of personal and professional integrity.
* High degree of accuracy in the production of financial records and processes.
* Ability to monitor, evaluate and reflect on your working practice.
* Able to contribute and assist in the further development of the service to ensure maximum service benefit.
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| **Team Working** |
| * Ability to work effectively as a team member within the service, corporately and with Partners.
* Able to motivate others to deliver success.
* Positive role model.
* Encourages continuous improvement.
* Fair and consistent.
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| **Decision Making & Problem Solving** |
| * Solution focussed, uses initiative and makes confident decisions.
* Approaches problems objectively and based on evidence, and is transparent and communicative around how and why decisions are made.
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