



Director of Visitor  
Experience





# Introduction from the Chief Executive

Thank you for your interest in becoming our next Director of Visitor Experience at Nene Park Trust. The Trust and the Park itself have grown to become one of the country's most successful and respected 'Park Trust' models, providing a broad range of benefits and activities to almost two million visitors per year, across an impressive number of spaces and venues.

Originally established by the Peterborough Development Corporation during the late 1970s and 1980s, Nene Park Trust is responsible for over 700 hectares of land comprising one of the most visited country parks in the UK, as well as significant areas of farmland, woodland and open water. Nene Park is also the venue for a broad range of recreational activities covering the arts, heritage and culture, sport and indoor and outdoor play. The Park is a haven for wildlife and provides the community of the City of Peterborough, and its fast growing region, with a wonderful series of high quality green spaces and recreational venues which benefit the environment, health and wellbeing, education and the local economy.

This is a particularly exciting time to be joining the Trust as we enter a period of very positive growth and expansion and our new Director of Visitor Experience will be a critical member of our collaborative and fast paced senior leadership team driving this change. You will bring a strong track record of growing, developing and marketing visitor attractions and will be a strategic and commercial thinker with an entrepreneurial approach. We are a key partner in the cultural life of the City of Peterborough and you will be joining us as we embark upon our new five year strategy – helping us to shape the future of culture and recreation for the diverse community across the region.

Our charitable status is important to us and we are continually seeking new ways of enhancing our social and charitable impact to all of those who enjoy all the facilities that the Trust has to offer. Marrying your commercial approach with strong social and environmental values, you will enable us to widen our impact as we increase our facilities and broaden our reach. With IIP Gold under our belts, our people are incredibly important, and you will be responsible for a capable team who will look to you for inspirational leadership – your strategic insight and leadership experience will enable them to flourish.

We are a young and fast growing organisation which has undergone a period of major change and development in recent years, culminating in the launch of a new Master Plan and strategy, reorganisation and rebrand. This is providing the Trust with an exciting future that combines commitment to improve the quality and consistency of our impact, with the confidence to grow and develop new projects.

Nene Park is visited and loved by an incredibly diverse range of people. We are actively encouraging applications from people of all backgrounds. If you believe you offer the skills and qualities we are seeking for this appointment, and are looking for a role which will be both fun and rewarding, we very much look forward to hearing from you.

**Matthew Bradbury**  
Chief Executive



# Recruitment and selection process

Nene Park is committed to equality of opportunity and access for all. We recognise the positive value of diversity and promote equality. We welcome and encourage applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief, sexual orientation or any other protected characteristics listed under the Equality Act.

## Introduction to Nene Park Trust

### **Nene Park Trust's charitable objective is:**

To provide parks and recreation grounds for the inhabitants of Peterborough and the surrounding region and for visitors with the object of improving the quality of life for such persons.

### **Our vision is:**

To be the region's favourite Park, providing a permanent haven for heritage and wildlife and a wide choice of recreational activities for the people of Peterborough and the wider community.

### **Our Plans are:**

Big and bold! This is the beginning of an exciting new era for Nene Park and our expanding portfolio of spaces and places. Nene Park Trust, the charity responsible for the long-term custody and day-to-day management of the Park, has reflected upon more than three decades of successfully looking after such wonderful places. Together with our partners and communities in Peterborough and beyond, we have developed an ambitious Nene Park Master Plan. This Plan demonstrates clearly how, resources permitting, we are preparing to address a wide range of future challenges and opportunities in, for and beyond the Park. The Plan links inseparably to a ten-year Business Strategy (from 2017), *Doing More with More*, which accordingly informs our five-year Business and Action Plan for the Trust.

Our Strategy identifies four key pillars of our work:

#### **1. Celebrating our environment**

Nene Park will be managed and protected as a clean, safe, sustainable and attractive natural environment that retains its river valley character and celebrates local culture, arts, heritage, archaeology and biodiversity.

#### **2. Engaging our communities**

Nene Park will be a beautiful, accessible and enjoyable place that, as well as providing opportunities for healthy relaxation and learning, also provides excellent facilities and an exciting range of events and activities.

#### **3. Developing our resources**

Nene Park Trust will be recognised as an innovative and inspirational charity that invests in its people, its processes, its sustainability – and most of all its Park.

#### **4. Growing our Park**

Nene Park Trust will be recognised as a collaborative and commercially minded charity operating as a key regional partner.

These four pillars are broken down into ten specific business goals, which then flow into a number of specific objectives – 35 in total – which we are committed to delivering. Underlying all of these is a need to ensure smarter working, financial sustainability and an increase in the range of activities offered throughout Nene Park.



Our Business/Action Plan sets out the Trust's key strategic priorities over the next five years and identifies the top priority as to return to a sustainable breakeven position with by far the largest contribution coming from the generation of additional income. The Director of Visitor Experience therefore has a significant role to play, working closely with senior colleagues to drive this income. Two key sources have been identified, namely:

- Ensuring the Trust obtains maximum value from its existing assets, including the development of new sources of income from existing facilities.
- Making more of the Trust's charitable status through various fundraising initiatives.

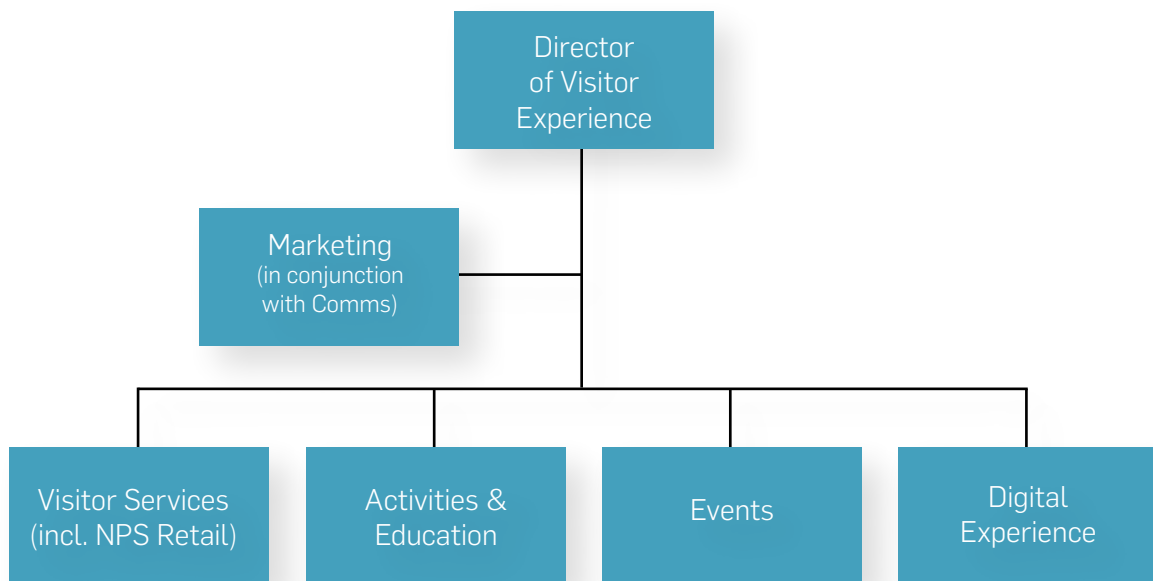
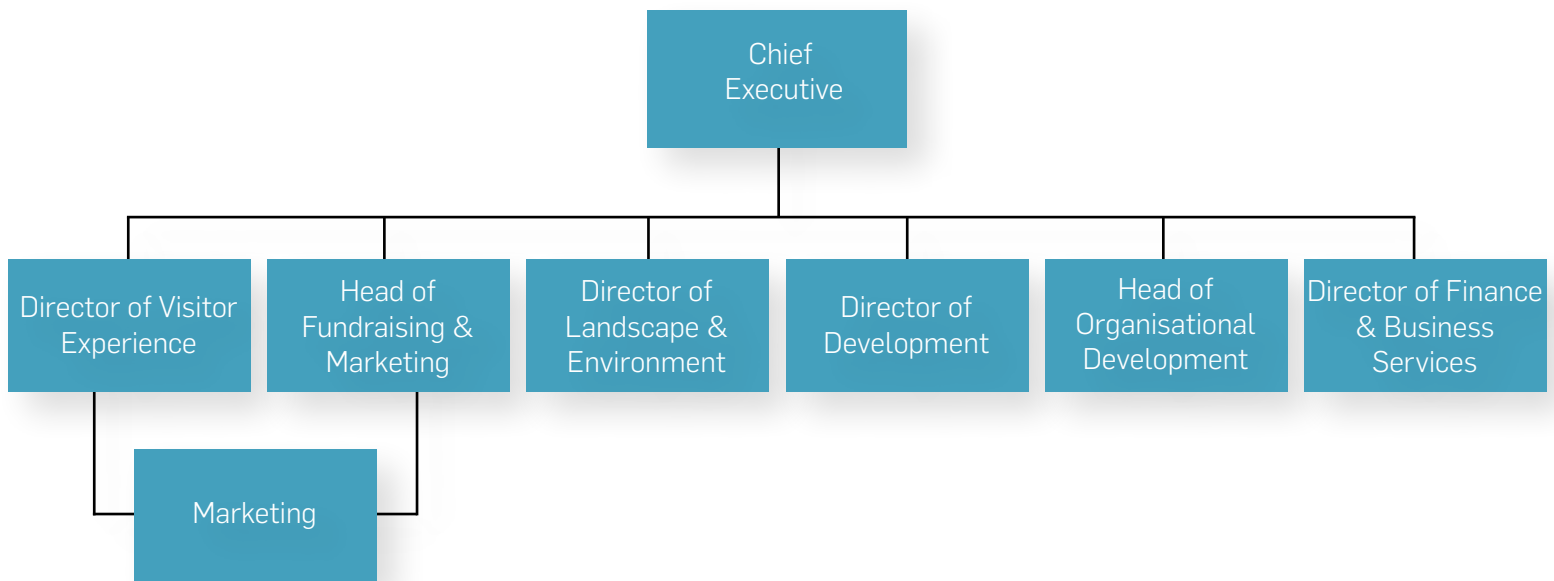
Six other key priorities in the Business Plan are:

- To improve the visitor experience and accessibility for all where the impact on beneficiaries significantly outweighs the investment and conserves the natural environment.
- To grow visitor numbers outside the peak times of year and create stable income streams outside the peak season.
- To build capacity and work smarter.
- To maintain and improve our Park infrastructure and aesthetics.
- To spread the demand by increasing the quality in other areas of the Park.
- To develop the business.

**Further information can be obtained from the Trust's Business Strategy, Master Plan and current Annual Report and Accounts. All of these documents are available to download from the Trust's website: [www.nenepark.org.uk](http://www.nenepark.org.uk)**



# The team



# Job Description

**Job title:** Director of Visitor Experience

**Reporting to:** Chief Executive Officer

**Role purpose:**

The Director of Visitor Experience will have overall strategic responsibility for delivering a high quality experience for all visitors to the Park, our green spaces and our venues. They will directly oversee the work of the Visitor Services, Activity, Education and Retail teams and lead collaboration with colleagues across the Trust to ensure a joined up, rich and impactful end to end customer journey. As a senior leader, the postholder will contribute to the wider strategy, business planning and success of the Visitor Experience team and will play an active role in supporting public engagement and the wider strategic objectives of the Trust – not least, the delivery of a 'double bottom line'.

This is unique and exciting opportunity to work in an ambitious, highly skilled and dedicated team; leading change and collaboration with teams across the Trust and working in partnership with stakeholders at all levels, to realise the full scale of our considerable ambition.

**Key deliverables:**

- Deliver an exceptional, 'double bottom line' visitor experience that is recognised as sector leading locally, nationally and internationally – and in doing so, ensure that revenues are increased and that we are delivering maximum impact to our charitable beneficiaries.
- Lead the visitor facing and commercial teams across the Trust, by managing their performance and development and encouraging organisational and individual learning and the sharing of good practice.
- Lead the creative development of marketing and marketing strategies to achieve ambitious sales and visitor attendance targets for our own promoted activities and events each year, as well as supporting the work of those who promote events in our spaces and venues.
- Oversee and develop the management of the Trust's visitor facing portfolio. Including those associated with the Park, our green spaces, and venues and the associated services provided to and for visitors including:
  - The provision and operation of visitor services and retail - incorporating visitor information, the visitor centre(s), farm shop, Longthorpe Tower, events and facilities.
  - The provision of education and activities, including our education/forest schools programme, Nene Outdoors (activities) and Lost world (soft play)
  - The development of digital/virtual visitor experiences to increase our reach, interpret our landscapes, heritage and activities and to secure new business models.
- Work alongside the Development and Fundraising teams, identify and develop new opportunities to maximise income generation and impact. At the same time maintaining and developing existing income streams.
- Support and work with our partners and visitors by fostering long-term relationships and successful joint ventures and experiences.
- Develop the process of monitoring initiatives/activities and collecting data, which supports the implementation of our strategy and the maximisation of revenues – by promoting an insight- driven approach to decision-making and driving greater impact.
- Be an Executive (SLT) Team member, accountable to develop and implement recommendations on strategic direction and the management of organisational performance.
- Act as the Trust's spokesperson on visitor experience/services matters, ensuring they are given appropriate weight and consideration by the SLT and Board of Trustees.
- Attend full Board of Trustee meetings, advising and supporting them from an operational perspective in their consideration of recommendations on strategic direction.
- Take responsibility for the health and safety of themselves, their teams and our visitors.



# Person Specification

As a Senior Executive with responsibility for the Trust's Visitor Portfolio, the post holder will be of the highest calibre with the necessary knowledge, skills and experience including:

## Knowledge and Experience

- Experience of senior leadership and management in the heritage, public engagement and/or visitor attraction sector, with knowledge and understanding of best practice in respect of on-site visitor experiences.
- Demonstrable understanding of excellence in customer service and with a proven ability to improve and implement an end to end customer journey.
- Demonstrable experience of creating and implementing a successful marketing and engagement strategy for a sector leading organisation which has increased revenues and reach.
- Aptitude in planning, organising and delivering complex, multiple activities; experience of leading on strategy development and implementation of initiatives and projects across more than one team and in partnership with other senior colleagues.
- Excellent working knowledge of managing health, safety and welfare in staff teams, visitor facilities, activity venues and across events.

## Skills and Abilities

- Proven ability to lead, manage, develop and motivate teams to deliver sustainable change and service improvement in a high-pressured environment, while promoting a culture of diversity and inclusion and ensuring that staff are supported in the delivery of their roles.
- Driving revenues, profitability and impact – and improving the scope and offering of our activity venues, retail, private hire and events businesses.
- Creating excellent visitor experiences and customer journeys that engage and inspire our local communities to connect with the Park and the wider Trust venues.

## Styles and Behaviours

- High levels of personal integrity.
- A collaborative team player keen to contribute at all levels.
- A continuous learner with an active interest in keeping up to date with sector developments.
- Demonstrable passion for and commitment to Nene Park Trust's mission and values.



# Summary of Terms and Conditions

This summary is given as a guide and is not intended to form part of a contract of employment.

## **Salary**

Salary £65,000-75,000 per annum (dependent upon experience).

## **Hours of Work**

This is a full-time position, working 37.5 hours per week.

## **Frequency and Method of Payment**

Salaries are paid monthly on 26th of the month direct to your Bank or Building Society account.

## **Holidays**

There is an entitlement of 38 days' annual holiday (pro-rata for part-time staff), which includes Bank Holidays. The leave year runs from 1 February in one year to 31 January the following year.

## **Sickness Benefit**

Nene Park Trust has a comprehensive sickness benefit scheme.

## **Pension Scheme**

The Trust will provide you with access to its pension scheme, which exceeds the minimum auto-enrolment Government requirements. At present, an employee's minimum contribution is 3% of gross salary, though you may choose to contribute more, and the Trust contributes 10% of employees' gross salary.

## **Life Insurance**

The Trust provides life insurance cover for each member of salaried staff of five times annual salary in the event of death in service.

## **Policy on Smoking**

The Trust operates a no-smoking policy.

## **Probationary Period**

You will be employed initially on a six-month probationary period.

## **Notice Period**

12 weeks by either party after satisfactory completion of the probationary period.

## **Training**

The Trust's Learning and Development Programme provides opportunities for all staff to undertake appropriate professional skills update training in relation to their role through an agreed performance and development review process.



# How to Apply

Nene Park Trust is for everyone and we want our senior team to reflect the diversity of the community we serve. We would particularly welcome applicants from UKME backgrounds and disabled people. We will be pleased to make adjustments necessary to accommodate disabled candidates during the recruitment process and following appointment.

**If you would like discuss the role before making an application please contact Joëlle Prins at [Joelle.prins@starfishsearch.com](mailto:Joelle.prins@starfishsearch.com).**

**To make an application, please go to <https://starfishsearch.com/jobs/nene-park-dir-vis-exp/> and click on the apply now button, with the following prepared:**

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

**Closing date**

Friday 25th February 2022

**Preliminary interviews with Starfish:**

w/c 14th and 21st March 2022

**Interviews with Nene Park:**

w/c 28th March and 4th April 2022

