**Castle Manager – 12month term (maternity cover)**

**Role Profile**

Accountable to Line Manager Neil Robinson reporting to WCPT Management Board

Responsible for Kitchen@TheCastle chefs and café front of house staff, shop staff, bookkeeper, and volunteers.

Location Whittington Castle, Castle Street, Whittington SY11 4DF

Salary c£26,500 per annum, 38.5 hrs per week

**Role Summery**

The General Manager is responsible for the operations and business development of our 12-acre site, working closely with the Management Board. Some weekend and Bank Holiday working will be required, to support events. There will also be an opportunity occasionally to work from home.

**Principal objectives are broadly to:**

* Maintain growth visitor numbers.
* Grow income and return a higher surplus.
* Maintain and expand our core objective of providing education services.
* Help build our volunteer base.
* Improve our marketing and PR

SMART targets for the above will form the basis of KPIs.

1. **Income generation and fundraising**

* Agree, implement, and monitor annual targets for income generation.
* Implement a financially viable and diverse programme of events for community and other visitors.
* Implement a fundraising strategy to grow the level of donations from individuals, trusts and foundations, donor cultivation and stewardship.

1. **Financial management and administration**
   * Assist in monitoring Castle and departmental budgets.
   * Provide monthly reports for the Management Board
   * Closely monitor all Castle expenditures
   * Seek opportunities to implement cost efficiencies without compromising standards.
2. **Operations**
   * Ensure that all areas of the Castle conform to the agreed operations and maintenance plan.
   * Maintain all Castle policies and procedures.
   * Ensure risk assessments are prepared and provide appropriate information and training for staff, volunteers, and trustees.
   * Liaise with groups and individuals hiring the Castle and grounds to ensure risk assessments and health and safety policies are up to date and that they adhere to the Castle’s policy.
   * Establish and maintain a database of contacts, ensuring that Castle records are GDPR compliant.
3. **Volunteer recruitment and retention**
   * Recruit new volunteers, oversee training and induction of volunteers.
   * Maintain volunteer records including records of hours worked by all volunteers.

1. **Community relations**

* Ensure wide community engagement with the castle.
* Oversee all membership activities and communication.

1. **Education and interpretation**

* Contribute to and implement the plan for expanding the Castle’s interpretation and educational activities.
* Monitor the impact of castle activities for funding bids.

1. **Marketing, PR, and communications**
   * Contribute to and implement the Castle’s marketing, PR, and communications plan.
   * Ensure consistent messages and branding across all Castle activities and communication.
2. **Liaison with Management Board**

* Prepare monthly written reports for WCPT Board
* Participate and liaise with trustee working groups.

1. **Staff management**

* Line manage staff at the castle and oversee all annual reviews.
* Ensure appropriate staff records are in place and up to date.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Management Board.

**Person specification**

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| **Attribute** | **Essential** | **Desirable** |
| Knowledge | * Understanding and appreciation of the tourism industry * Understanding of effective customer care and management | * Working knowledge of fundraising * Experience of using a CRM database and managing content effectively |
| Skills and  Abilities | * Strategic planning and implementation * Income generation in a similar environment * Project planning and implementation * Ability to build a network of partners and contacts * Excellent time management. * Working with and managing volunteers * Teamworking and people management * Excellent written and oral communication skills * Ability to interact well with people at all levels * Budget management * Competence in IT (Microsoft packages) | * Experience of working with high net worth individuals and major influencers * Experience of ecology and site management * Events’ management |
| Experience | * Demonstrable track record of meeting targets in a tourist or a related business * Impact measurement * Experience of writing funding proposals / fundraising cases for support | * Experience of fundraising, especially legacies, regular and major donors * Qualitative and / or quantitative market research * Working in a non-profit organisation |
| Qualifications | * Educated to degree level or equivalent, or equivalent work experience | * Professional qualification in tourism management |
| Personal  Circumstances | * Willing to attend events with some evenings and weekend work. * Full driving licence and access to a car for work purposes |  |
| Equality | * Understanding and acceptance of the principles underlying equal opportunities, and commitment to them |  |