



Visitor Experience Manager

32hrs per week (4 days)

Based in Painswick, Gloucestershire

Role summary

The Visitor Experience Manager ensures that all visitors have an enjoyable and inspiring time at Painswick Rococo Garden. They help bring this beautiful and quirky 18th-century garden to life by leading our programme of events and family trails, interpretation, customer service and presentation standards. They manage a small team of staff and lead the volunteer journey to ensure that our volunteer experience is varied, productive and rewarding for all involved. Creative and entrepreneurial, the postholder generates vital income for the charity through events and other opportunities such as venue hire.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by Painswick Rococo Garden Trust.

Key responsibilities

Experience and interpretation

- You'll create and deliver a high-quality, fun, and inspiring visitor programme of events, trails and activities that make visitors feel more connected to the garden. This includes horticultural and arts events, outdoor theatre, family trails and other activities to enhance the core experience for existing audiences and to help us reach new audiences.
- You'll lead, manage and develop a small team of visitor experience staff and volunteers, creating an enjoyable and engaging place for them to work. You'll drive strong performance through setting clear objectives and giving regular feedback.
- You will lead a culture of excellent customer service within the Visitor Experience team, making sure all our visitors feel welcome and have a great day out. You'll line manage the Welcome Desk Coordinator and support the team to provide the best possible service and experience.
- You'll ensure that we share our unique history in engaging and relevant ways through developing our site interpretation, printed materials and guided tours.

Income generation

- You will be responsible for setting, monitoring and achieving financial targets, working with the Marketing Manager to ensure that we maximise the profitability of events and activities.
- You will seek out opportunities to grow income, working collaboratively with the team to make ideas come to life. You will use data and learn from customer feedback in order to improve and develop the business.
- You'll research and introduce packages to earn increase the profit for the charity including small weddings, proposals, photography and venue hire.

Volunteers, community and inclusion

- You'll lead the volunteer journey, including recruitment, induction, retention and skills development. You'll work with the other department leads to ensure that our volunteer experience is varied, productive and rewarding for all involved.
- You'll explore ways of engaging with a wider range of audiences and our community so that more people can benefit from the garden, nature and our heritage.
- You will improve accessibility and remove barriers so that all visitors can better enjoy the Rococo Garden.
- You'll explore partnerships and initiatives to help ensure we grow as a well-loved and well-used resource for our local communities.

Compliance

- You'll be responsible for the health and safety of the visitor offer, working with the Garden Director and Facilities Officer to identify and manage risks, and to support the safe operation of the Garden as a heritage visitor attraction and workplace.
- You will make sure that you and your team are safe and compliant so that risks to the public and the team are minimised. You will undertake actions from our health and safety audits and schedules for your department.
- You will act as the site's safeguarding officer.
- This role includes regular duty management on a rota basis, including weekends, bank holidays and evenings.

In addition, all employees are expected to work within the terms of their contract of employment.

Person specification

You will have a strong track record in leading the visitor experience and volunteers to deliver a high-quality experience that engages and delights visitors.

In addition, you will need to demonstrate:

- Hands-on experience of delivering interpretation, events and visitor operations in a heritage/visitor attraction setting.
- Experience and commitment to working with staff and volunteer teams to deliver an engaging and consistent visitor experience.
- Experience of establishing and leading a culture of exceptional customer service.
- Experience of running high-quality profitable events
- Experience managing staff and demonstrating great leadership skills including coaching, development, motivation, and communication.
- Excellent people and influencing skills, with the ability to build great relationships and work collaboratively, proactively and effectively with the team to achieve the charity's goals.
- Good understanding of different visitor audiences and the ability to draw on / develop audience insight.
- Ability to flex between a creative approach and a logical approach including knowledge of when each is appropriate.
- Excellent organisation skills, able to prioritise and work to tight timescales.
- Strong written and verbal communication skills. Able to communicate effectively with a wide range of people including internal and external partners, staff, volunteers and visitors through a variety of different methods.
- Experience of managing operational risk in a visitor operations setting. Understand responsibilities in terms of health and safety, security, confidentiality and data protection.
- Ability to manage budgets effectively to maximise income. Demonstrates a responsible attitude to available resources and using them efficiently and effectively.
- Great IT skills including with Microsoft Office.
- First aid qualification or willingness to learn

Hours of work

32 hours per week (4 days per week).

This role includes regular weekend, bank holiday and evening work.

Place of work

Painswick Rococo Garden, GL6 6TH

Salary

£32,905.60 FTE, equating to £26,324.48 pro-rata plus discretionary benefits including 8% employer pension contributions, free admission, a 20% discount in our café and shop, a simple lunch, and training and learning opportunities.

Holidays

28 days paid holiday pro rata (including bank holidays) per annum.

References

Two professional references will be required, including one from a current or most recent employer.

Probation period

Three months.

Notice period

Six weeks.

Line Manager

Garden Director

*Amy Taylor, Garden Director
18 April 2026*