

GRIMSTHORPE & DRUMMOND CASTLE TRUST LIMITED
JOB DESCRIPTION

Job Title	Public Access Lead
Reporting To	Managing Trustee
Location	Grimsthorpe Castle
Hours	37.5 hours per week with flexible working pattern for summer and winter opening hours as agreed with the Managing Trustee. Weekend and Bank Holiday working are required in season. In addition, evening working as and when required.
Overview	Responsible for the operational delivery of the site, including the visitor experience, events, marketing, retail and catering whilst overseeing seasonal staff, castle guides and volunteers.

Main responsibilities

- Lead and manage the day-to-day visitor experience across the Castle, Park and Gardens, ensuring consistent high standards of customer care.
- To support the Curator and Castle Manager to provide Castle tours, events and exhibitions.
- Supervise Grounds person, Visitor Experience Team Members, Castle Guides and Volunteers to deliver an engaging, informative, and accessible experience for all visitors.
- Ensure the site is maintained safely for visitors, and the general appearance is of a high quality consistent with the aims of the Trust.
- Manage the visitor experience and actively respond to feedback, using insights to improve services and increase visitor numbers by improving customer satisfaction.
- Recruit, train, manage and motivate seasonal staff and volunteers, ensuring they remain capable and enthusiastic whilst delivering a consistent level of service.
- Ensure full compliance with health and safety, first aid, COSHH and safeguarding policies for the team and visitors.
- Responsible for the development of the Adventure Playground, to include the safety and maintenance using both on-site staff and third-party contractors.
- Ensure all equipment and machinery specific to the role are well maintained and serviced according to service schedules.
- Manage the day to day running of the Ticket Hut and Gift Shop, to include overseeing daily cash reconciliation.
- Ensure ticket machine, card reader and smartphone scanners are updated as required and fully operational for each open day. Ensure takings from each day are removed to Estate Office or designated safe area. Ensure card transaction compliance is up to date and seek best value from service providers in conjunction with the HR/Accounts Administrator.
- Manage a small gift selection, ensuring high standards of presentation and product display, in line with the Castle's brand and visitor expectations. Manage stock control, ordering, merchandising and pricing to maximise income. Develop bespoke products that reflect the heritage of Grimsthorpe Castle.
- Prepare reports for submission to the board as required and contribute towards strategic planning and budgeting relating to the visitor operations, events and marketing.
- Monitor and respond to all public telephone and email enquiries relating to the opening operation and access.
- Responsible for organising and managing group bookings.
- Ensure GDPR compliance relating to ticket sales, season ticket holders and visitors.

Events

- Responsible for leading site visits and pre-event/filming meetings with third-party clients, acting as the main contact from beginning to end including post-event summaries.
- Act as the primary liaison for third-party clients, ensuring high-quality communication and service from enquiry through to delivery.
- Coordinate with internal departments and external contractors to ensure a smooth execution of all events and access arrangements.
- Manage all elements of paperwork required for events, to include Risk Assessments, PLI, EMPs, H&S, Traffic Management Plans and invoicing.
- Responsible for the logistical element of corporate, social and non-profit events.
- Ensure the Premises Licence, DPS and Personal Licences are up to date and all aspects met.
- Network with other Historic Houses and external event organisers.
- Ensure that pre and post event condition reports are agreed and signed off. Identify and alert senior management to damages during and post events.

Marketing

- Lead marketing and communications campaigns, including leaflet design and distribution and on-site promotion.
- Responsible for the management of the website and social media platforms, ensuring content is accurate, engaging and aligned with the brand identity.
- Regularly update pages to promote events, news and visitor information.
- Work alongside external PR contractors in the development of promotional paper and digital marketing to include signing off all social media posts and press releases.
- Ensure brand consistency and tone across all public-facing communications.

Knowledge, skills, qualifications and experience required:

Essential Experience and Skills

- Experience working in a visitor-facing role. Preferably within an operational management role in a historic visitor attraction or similar organisation.
- Proven experience leading teams and volunteers to deliver outstanding visitor engagement.
- Strong marketing skills including content creation, social media management, website content, audience engagement and brand consistency.
- Excellent written and verbal communication skills, with confidence in public speaking.
- Competent in Microsoft Office, WordPress, POS/ticketing platforms and strong administrative skills.
- An understanding of health & safety and compliance in a public venue.
- Enthusiastic, proactive and collaborative approach to problem-solving and team leadership.
- Friendly and approachable, a good team player.
- Ability to work and remain calm and confident under pressure.
- Ability to work flexibly to deliver objectives.

Desirable

- Experience in heritage, museum or cultural attraction.
- Knowledge of licencing, GDPR and other such regulations.
- Personal Licence Holder.

Qualifications

- English and Maths GCSE or equivalent