

Job Description and Person Specification

Role: Commercial and Visitor Experience Manager



Job Description

Job Title	Commercial and Visitor Experience Officer
Grade	7
Service	Environmental Services
Reports to	Parks and Open Spaces Manager
Location	Whitley Depot and City Wide
Job Evaluation Code	



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

Under the general direction of the Parks and Open Spaces Manager

1. To support the development and implementation of high quality, safe and accessible parks and open spaces that contribute to the health, wellbeing, and quality of life of local people.
2. To identify and implement commercial opportunities across the city's parks and open spaces to maximise income generation and business development.
3. To encourage and increase the use and benefits of parks and open spaces through the delivery of an excellent visitor experience which exceeds customer expectations.
4. To manage a team of Urban Rangers in the delivery of community-based activities and projects that promote and enhance the benefits of parks and open spaces.

Main Duties & Key Accountabilities

Income Generation and Business Development

1. Achieve and grow commercial income targets through the identification and implementation of events and activities that recognise and reflect the visions, aims and corporate objectives of the Council.
2. Reviewing existing chargeable services (car parks, golf etc), tender arrangements and leases advising on financial sustainability / annual cost increases / changes.
3. Build relationships and benchmark services with internal and external stakeholders to ensure best practice and commercial competitiveness.
4. Responsible for managing contracts with external providers to maximise quality, customer service and financial return.
5. To work within allocated budgets and advise on budgetary implications related to works being undertaken or required.

6. Developing and managing partnerships to maximise the benefits to the council .
7. Responsible for on site management of events and activities in line with contractual requirements.

Visitor Experience

1. To be responsible for the management of complaints, compliments and enquiries relating to the Parks and Open Spaces service.
2. To be responsible for the development, implementation and maintenance of marketing material, social media, and website content.
3. To review customer satisfaction through the gathering and analysis of targeted user data.
4. To collate and evaluate data relating to the use of parks and open spaces to ensure that provision and accessibility is relevant and accessible to all.
5. Through the management of the Urban Rangers to be responsible for the development and coordination of community-based activities and projects that encourage the use of parks and open spaces
6. To work with Friends Of, and other community groups to maximise the use and benefits of parks and open spaces.
7. Assist with the development and delivery of training for staff and volunteers to enhance customer experience.

Other

1. To recruit, manage and develop a team of volunteers to assist in the delivery of services and events (Friends Of etc..)
2. To foster, strengthen and maintain positive and effective partnership relationships with voluntary organisations.
3. To develop and implement an activities and events programme for the park sites to include a variety of events and activities accessible and appropriate to the needs of the community and visitors to the parks.
4. To ensure all staff know and accept their health and safety responsibilities and are adequately trained and resourced to discharge them. Promote the implementation of the City Council's Health and Safety Policy.
5. To deputise for the Parks and Open Spaces Manager as required.

6. Provide Duty Management Weekend and Bank Holiday Cover as part of a rota.
7. Any other duties and responsibilities within the range of the salary grade.

Key relationships

External Voluntary Organisations Community Groups Commercial companies	Internal War Memorial and Coombe Park Manager Assistant Parks and Open Spaces Manager Parks and Open Spaces Officers
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Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder: Visitor Experience Assistant Urban Rangers (x4)

Person specification

Job Evaluation Code	
Knowledge	
Commercial activities within parks and open spaces	
Principles of excellent customer service through the delivery of events and activities	
Procurement and delivery of events and activities	
Skills and Abilities	
Demonstrative customer service skills and a desire to exceed customer expectations	
Outstanding communications skills, both written and verbal	
Positive and enthusiastic approach	
Strong administrative and organisational skills	
Experience	
Practical experience working within parks and open spaces or similar	
Experience of generating commercial income	
Practical experience of setting, monitoring and managing budgets	
Experience of managing staff and volunteers	
Experience of event / project management	
Experience of managing contracts or service level agreements	
Working within budgetary limitations and requirements	
Qualifications	
Relevant experience.	
Special Requirements	

Able to travel independently around the City and sub region..
Duty management weekend and bank holiday cover as part of a rota

Date Created	November 2023	Date Reviewed	July 2024
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