

# Rutland County Council

## Job Description

<b>Job Title:</b>	<b>Castle Development Manager</b>
<b>Grade:</b>	<b>Scale SO1 - £26,470 - £28,221</b>
<b>Department:</b>	<b>Places</b>
<b>Team:</b>	<b>Culture and Registration</b>
<b>Line Manager:</b>	<b>Head of Culture and Registration</b>

### **Purpose of the Job:**

To manage the development of Oakham Castle to become a self-funding and sustainable heritage attraction.

To effectively manage the heritage retail operation to maximise sales and profit potential whilst controlling costs.

To identify and propose new ways to increase income generation and profit levels.

To work effectively to ensure an excellent visitor experience and acknowledge the support of the Heritage Lottery Fund (HLF).

### **Key responsibilities:**

- Lead the development of the visitor offer at Oakham Castle, ensuring the continuity of the HLF activity programme and acknowledging the support they provide. Collect and evaluate visitor experiences and comments to inform future developments.
- Increase the number and value of external bookings and corporate and personal hires of the Castle outside regular opening hours to deliver a sustainable self-funded service. Work with colleagues to maximise the use of the Castle and Museum for events such as weddings and ceremonies.
- Manage the heritage retail offer, maximising sales and minimising expenditure to meet agreed profit targets. Track and increase average transaction values and spend per head. Take responsibility for cash handling and stock control.
- Plan, select and order appropriate stock to meet physical and online sales, and ensure the shop is merchandised to the highest standard at all times. Monitor impact of improvements on arrangements on sales volume and profit. Ensure all products are correctly priced and coded.
- Regularly assess retail and income generation operations, proposing improvements that link to service objectives



- Contribute to the marketing and promotion of the castle and museum services, ensuring that the Castle offer has a high impact to increase visitor numbers and site income. Develop interest and enthusiasm around the Castle to raise its profile and promote the site locally, regionally and nationally.
- Take responsibility for the achievement of the Castle Business Plan, closely with partners to achieve its successful delivery. Manage the agreed budget and a programme to ensure delivery, supported by the completion of necessary documentation. Report on progress and delivery to Senior Management.
- Ensure effective governance and project management that enables the delivery and completion of the project.
- Support liaison with the Heritage Lottery Fund, ensuring all reports and necessary procedures are completed
- Recruit and support a team of staff and volunteers to research and deliver elements of the project. Support the front of house operations at the Castle, working on a rota basis to cover visitor reception.

*This job description indicates the main areas of activity of this post. From time to time, however, other tasks/duties may be required but these will fall within the general areas of responsibility and grade of the post.*

## Person Specification

<b>Qualifications</b>	Degree standard of education in a relevant subject
<b>Experience</b>	Significant experience in a related field Budget management experience
<b>Knowledge</b>	<i>Knowledge of heritage matters and current approaches to managing historic sites would be useful</i>
<b>Skills</b>	Ability to communicate and negotiate effectively with all relevant stakeholders and suppliers Good literacy and numeracy skills Excellent oral and written communication skills Able to determine priorities, allocate workload and introduce systems to ensure deadlines are met Risk management skills to predict, avoid and solve problems Sufficient IT skills to work with spreadsheets, database and e-mail



Able to respond flexibly to workload pressures and priorities within the team

## Values

To act in accordance with the principles set out in the Employee Code of Conduct and the Council's Values.

Able to recognise discrimination and be proactive in ensuring the Council's policy is put into practice.

Flexible in working patterns to fulfil commitments often outside the working day.

Able to work on own initiative, and work without direct supervision

Some work will involve manual handling

