

Operations Manager – Commercial Trading & Visitor Experience

Main Duties and Responsibilities:

Role family: Operations & Visitor Experience
Line Manager: Operations and Visitor Experience Director
Rank: B

Management / Supervision:

- Visitor Experience Coordinators, Shop, Security, Events Delivery

Overall purpose of the post:

Operations Manager – Commercial Trading & Visitor Experience at the National Football Museum, you will oversee and manage all front of house commercial departments as well as visitor experience, including Admissions, Tours, Galleries, , Retail, Events, Food and Beverage (F&B), Security, and Customer Service, and will control all associated budgets.

The Operations Manager - Commercial Trading & Visitor Experience will be required to work across departments to ensure the smooth and safe running of the site on a daily basis, while also updating and introducing new policies and procedures where necessary.

This role, alongside the Operations Manager – Technical & Estates will ensure management of the National Football Museum's major incident plan, its counter terrorism procedures, and its business continuity plan.

As a member of the Heads of Department Team (HOD's), you will drive operational business change and grow a successful, profitable operation. You will be expected to sit on cross-organisational project groups, ensuring that operational and financial information is pulled together from across the group and shared with the Senior Leadership Team (SLT).

Key Responsibilities:

General duties:

- Work closely with leadership colleagues in transformation, learning & participation, and content to ensure our visitor experience delivery supports our audience development goals and maximises in-venue experiences.
- Work closely with the Access and Inclusion Committee to ensure accessibility, innovation and best practice is embedded at the heart of our offer.
- Provide a responsive, friendly, and efficient admissions and ticketing and customer service to a wide range of customers and stakeholders.
- Work to improve service delivery and realise commercial potential, including Gift Aid from in-house ticketing and customer service enquiries, always putting our visitors at the heart of everything we do.
- Maintain the safety and security of visitors through the management of risk, deployment of the core security team, and through the design, delivery, and monitoring of staff and volunteer training programmes.
- Work to support coordinators in delivering new business and commercial opportunities across our venue, and events that will add to the commercial resilience and visitor experience of The National Football Museum.
- Coordinate staffing, logistics, and supply chain across F&B outlets, events spaces, and shops
- Develop and implement strategies to maximise income across F&B, events, and retail.
- Oversee stock management, procurement, and supplier relationships
- Translate the strategic business plans into defined tactical plans that meet our objectives and financial reserves policy.
- Agree and manage annual budgets across departments with the Operations and Visitor Experience Director and Commercial Director.
- Monitor budgets, ensuring effectiveness, efficiency, and value for money. Drive the team to hit and exceed set sales targets.
- Produce and analyse statistical and financial records to assess and improve our profitability.
- Implement lean management procedures to minimise stock holding.
- Minimise operation expenditure wherever possible.
- Track commercial supply agreements to ensure capture of relevant provisions (fees, price increases, KPIs, forecasts, renewals).
- Scrutinise departmental rotas in line with annual and project budgets.
- Ensure all F&B operations meet food hygiene and health & safety regulations



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Communication:

- Sit as part of the HOD's Team and act as a liaison between department managers and the SLT about all matters across your departments.
- Ensure continued effective communication between departments.
- Ensure a full knowledge of all IT systems.
- Confidently communicate all new processes to department managers and team members.

Other:

- Act as site alcohol licensee (DPS) leading with the OVED on license and security policies ensuring all policies and procedure are up to date and taking ownership of ensuring all staff are trained in line with policies.
- To lead the Visitor Experience, admissions, and retail team, including setting and monitoring departmental KPIs, completing the annual business planning cycle and profiling and managing the department's budgets.
- To lead, manage, and develop the VE, admissions and retail team, including setting and monitoring departmental and individual objectives and KPIs, and supporting professional development
- Manage 3rd party security contract ensuring value for money through effective scheduling, contract management, and negotiations as well as compliance with museum policies and procedures & Martyns Law.
- Be fully conversant with the security, disaster and evacuation procedures and be prepared to put these into effect without supervision.
- With the Operations Manager – Technical & Estates, Plan and manage the opening and closing of the building, through keyholder and out-of-hour procedures.
- Act as a duty manager for key trading periods and events on a rota basis.

Essential knowledge, skills and experience:

- Significant experience in management in a senior operations role.
- Significant experience in growing successful, profitable commercial operations in either the private or not-for-profit sector
- Proven experience of managing large teams, large budgets, and participation in business development initiatives
- Experience of embedding disability access best practice in a customer facing service or operation
- Commercial awareness, with proven negotiating skills
- Excellent stakeholder management



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- Ability to communicate complex business ideas
- High level of organisational skills
- Ability to deal with a diverse range of people
- Able to demonstrate exemplary project management



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