

# Director of Commercial and Customer Services

## The Role



# Director of Commercial and Customer Services

Nottingham Castle Trust is seeking an experienced Director of Commercial and Customer Services to lead the development and operation of commercial activities at Nottingham Castle when it re-opens following a £30,000,000 transformational redevelopment project.

**Reports to: Chief Executive Officer.**

## **Direct Line Management:**

- Development /Fundraising Manager
- Marketing Manager
- Customer Services Manager
- Group Bookings/Venue Hire Manager
- (overall commercial services headcount circa 28 FTE)

## **Key Responsibilities**

- Lead and shape the management of the Castle site in terms of people and environment, to ensure visitors enjoy a high-quality customer-service driven experience of national and international repute consistent with the organisation's brand values
- Lead the development and operation of commercial activities to maximise the financial contribution to the Trust to allow it to deliver its charitable purposes
- Lead product and infrastructure development
- Oversee effective retail (including a small online offer) catering, licensing, corporate hire, eventing and new business development operations
- Lead retail product development, sourcing and buying for the Castle shop(s).
- With the Chief Executive, lead the catering concession process and manage all resulting catering relationships
- With the Chief Executive, co-create relevant strategies, including the commercial marketing plan
- Ensure commercial and customer service targets, as set out in the agreed business plan are delivered
- Report to the Chief Executive and Board of Trustees as required, including the design and implementation of relevant analytics
- Any other duties and responsibilities that reasonably pertain to this role.

## **Knowledge required**

- Retail/ Catering/ Hospitality industry in an increasingly online world (using Management Information systems/analytics to drive revenue and customer engagement)
- Optimising visitor experience and drive visitor numbers
- Investment and capital/revenue management
- Ticketing, EPOS, and till systems which feed into accountancy software
- Understanding of the not-for-profit sector, preferably within a heritage setting
- Experience of marketing, communication and design
- Retention and loyalty schemes.

## **Experience**

- Proven track record and experience of managing significant turnover (circa £6m) and of growing income streams, whilst managing costs
- Significant senior level experience gained in visitor experience and/or retail and/or catering and/or wider hospitality industry
- Experience of proposition development, licensing and pricing
- Use of analytics to drive business decisions
- Experience of leading and developing high performing, motivated teams
- Experience of working with stakeholders to understand plans and requirement and translate them into clear deliverables
- Experience at a similar level of commercial or customer service operations within a museum, art gallery or heritage setting is desirable.

## **Skills**

- Creative
- Inspiring leader
- Customer focussed
- Results orientated
- Strategic thinker
- Numerate and analytical
- Collaborative
- Ability to process large volumes of data, rationalise and prioritise what is important
- Strong presentation skills
- Excellent organisational and planning skills
- Excellent people skills
- Ability to work at pace
- Resilient
- Brave.

## **Terms of Appointment**

Location: Ideally the post holder would become part of our wider support team and will live locally.

## **Remuneration**

£55k

## **Application Process**

Initial interviews will be held on 15 January, with final interviews on 21 January.

Covering letter and CV to be submitted via GuardianJobs or by email to [recruitment@nottinghamcastletrust.org](mailto:recruitment@nottinghamcastletrust.org) by Friday 3 January 2020.

## The Organisation

Nottingham Castle Trust has existed since 2013 to work with Nottingham City Council on the development of the Castle scheme and to raise funds towards the capital project. In addition, the Trust has worked locally and nationally to raise awareness of the project and its significance for the city as a tourist destination.

The Trust is a registered charity with an experienced and active Board led by Professor Ted Cattle. Following a competitive tender, the Trust was appointed operator designate in 2017.

### Mission

To inspire people with the real and imagined events that shaped democracy and human rights, especially the ever resonant story of Robin Hood and Rebellion; to become a top attraction for people from far and wide to discover Nottingham's rich history and heritage and the creativity within our collections.

### Values

- We will place our visitors at the heart of everything we do and ensure an inspirational visit
- Our visitors, staff and partners will be treated with respect and we will always try to overcome barriers to visiting and enjoying our site
- We will support our local community and keep them close
- We will be a learning environment, using our stories to challenge and excite further enquiry.

## The Project

A significant £30,000,000 project, supported by the City Council, NHMLF and a number of national foundations and local businesses, is transforming Nottingham Castle into a major heritage destination and tourist attraction for up to 400,000 visitors a year. The aim is to create an entertaining day out for families and independent adults that is a 'must see' destination for local visitors and tourists alike.

All parts of the site are being repaired and renewed from the caves that run through the Castle rock to the Castle that sits at the top of the rock. As well as securing the site's important medieval heritage there are two built interventions on the site: a new visitor centre containing a café, shop and ticket desk is being built in the grounds and a major development of a stable block will provide a highly interactive, participative gallery on Robin Hood asking the question of 'if he didn't exist why have we needed to invent him over and over again?'

A Rebellion gallery will tell the stories of rebellions that occurred on the site of Nottingham Castle that have given us our rights and responsibilities as a citizen today.

Nottingham Castle's exceptional collections will be displayed in permanent galleries on the first floor of the Castle investigating the rich history of items designed and made in Nottingham: medieval alabasters, Nottingham stoneware, the Arts Council designated lace collections and the fine art and decorative art collections.

A fully conditioned temporary exhibition space will house touring exhibitions from major galleries in the UK and beyond. The grounds are being redeveloped to show as much as possible of the medieval remains of the Castle whilst opening up vistas to the city and providing spaces for visitors to take part in programmes and events in the grounds. In the inner moat a children's adventure playground based on the forest lair of Robin Hood will provide a fun opportunity to be at the tree top level in the moat. Within the grounds is an animated trail of significant remains telling the stories of the Castle from medieval fortress to besieged Parliamentary stronghold. A land train is available for visitors who need help getting from the base of Castle rock up to the castle and a strong community and learning programme is already underway.

## Short history of Nottingham Castle

For a thousand years Nottingham Castle has dominated the city of Nottingham. Over the centuries the Castle has been a potent symbol of oppression and a target for dissent and rebellion; a strategically important centre for trade and political power it has witnessed conflicts that have shaped the modern world. The Castle is also the home of Robin Hood one of the world's most enduring legends, his stories and the legacy of his legend is an important part of the redevelopment.

The Castle was a major medieval fortress and occasional royal residence. Charles I raised the Royal Standard here to start the English Civil War in 1642 after which the Castle was demolished to avoid it being reused for military purposes. The Duke of Newcastle purchased the site in 1663 and built the Ducal Palace, which, despite being attacked by rioters in 1831, looks as it did in the late 17th century.

In the 1870s, inspired by the V&A, the Ducal Palace was adapted to become the first public gallery outside London. The intention was to bring the best art to Nottingham as inspiration for the city's thriving lace industry. The museum continues to house the city's collections – many of which reach the National Standards for Designation. The historic site also includes the remains of the medieval castle and a unique system of man-made caves and passages under the Castle.

