

Work at  
**Eden Court**

# **HEAD OF VISITOR EXPERIENCE**



## Like to join our team?

Eden Court is well known as the biggest entertainment venue in the Highlands but it is also a registered charity and provides the largest creative learning programme in the UK.

**300,000**

people come through Eden Court Theatre and Cinema's doors each year

**90%**

of all Highland residents have been to Eden Court

**£6m**

Eden Court's annual input to the economy

**100,000**

take part in Eden Court's activities for children, young people and the community

**70,000**

see movies at Eden Court Cinema each year



Eden Court Highlands (trading as Eden Court) is a company registered in Scotland (company number SC63216) and a charity registered with the Office of the Scottish Charity Regulator (registered number SC008237).

The company's registered office is at Eden Court, Bishop's Road, Inverness, IV3 5SA.





# Our Programme

## Theatre

**Everything from big-name stars to intimate gigs.**

Eden Court Theatre is the cultural heart of the Highlands, hosting live performances of all art forms, attracting both international performers and local acts. We attract a huge variety of talent, with over 400 performances of 250 different shows each year, mainly down to our programming experience and knowledge of Highland audiences.

We exist to serve the people of the Highlands and visitors to the area by giving them access to an incredibly wide range of arts and cultural experiences. Each year over 160,000 people agree.

## Cinema

**1,900 hand-picked screenings per year.**

70,000 people come to Eden Court's two cinemas each year to see a huge variety celluloid content.

The carefully curated programme of films includes the best in world and independent films, sitting alongside carefully chosen mainstream offerings.

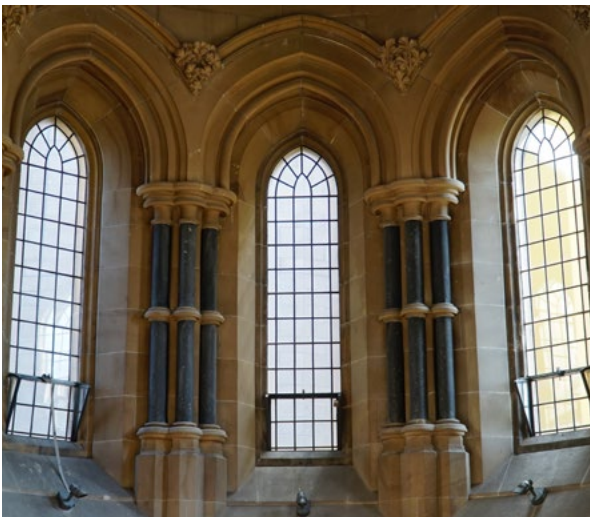
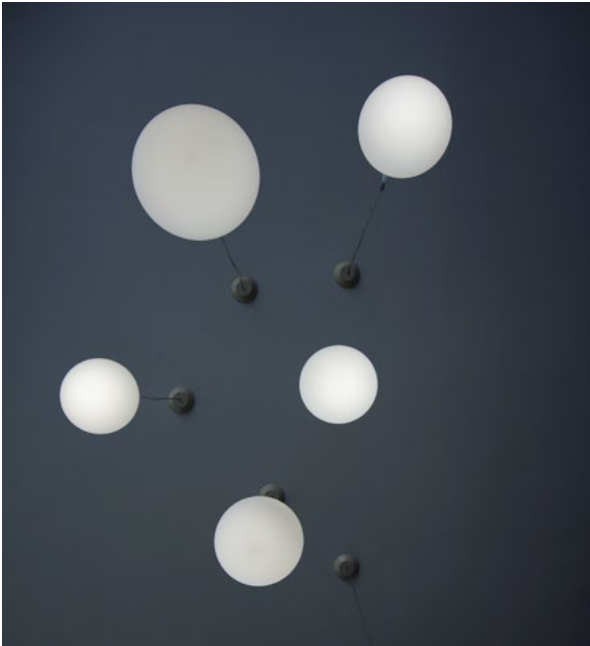
The modern cinemas often host directors' talks and are the only cinemas in the north equipped with 35mm capacity.

The annual Inverness Film Festival celebrates films from across the globe as well as Scotland during the five day event at Eden Court.

## Engagement

**Eden Court's Engagement programme is a huge success story.**

The team run over 60 classes a week at Eden Court and uniquely offer nationally recognised qualifications in Dance and Drama for young people unable to access this learning in Highland Schools. We deliver large-scale community events, make work for family audiences and across the geographically challenging Highland region our Youth Theatres provide opportunities for young people to engage with the performing arts.



## Visual Art

Our three galleries work with artists to present a varied programme of exhibitions. Showcasing the work of both established artists and investing in the next generation of talent.

## A Socialising Hub

**Eden Court attracts people from all over the world to its riverside setting.**

Our busy bars, restaurant and cafe are great places to meet, with Eden Court Lates attracting a loyal following to free monthly events in the bar.

Eden Court's unique location makes us the departure point of choice for drivers taking on the North Coast 500, ensuring we have plenty of colour in the car park, too.

## Great Spaces

**A much-loved venue at the heart of the Highlands.**

Eden Court has two theatres, two cinemas, two studios, galleries, bars and a restaurant. All have state-of-the-art facilities to suit access needs.

A venue for major events, Eden Court has hosted political conferences for SNP and Liberal Democrats, craft, wedding and Christmas fairs and the popular XpoNorth, Scotland's leading creative industries festival.

## VACANCY

# Head of Visitor Experience

Eden Court is committed to providing a memorable experience for all its visitors and ensuring that they are warmly welcomed and have the best possible experience from the moment they get in touch to their last impression as they leave. This strategic leadership role will oversee customer service delivery across all on-site customer touchpoints and is responsible for service outcomes for a team of over 100 people within the functions of Ticket Office, Catering and Front of House.

## Candidate Specification

We do not expect a candidate to have experience of all the areas listed below, but preference will be given to candidates who can demonstrate experience in a number of the areas.

### QUALIFICATIONS/ EXPERIENCE/ KNOWLEDGE

1. Relevant extensive industry experience in customer service, hospitality and/or retail. Specific experience in the performing arts is not required
2. Proven track record of building high performing teams in frontline customer service, bar and retail environments
3. Proven track record in managing change
4. Ability to positively influence organisational culture and drive and lead sustained operational and cultural change
5. Experience in developing and delivering a customer service strategy in a multi-touchpoint environment with a focus on digital innovation and community access/inclusion

### PERSONAL QUALITIES

1. Inspiring and great with people
2. Customer aware and take pride on delivering excellent customer service
3. Able to bring new ideas to life
4. Results focused and exceeding performance standards
5. Experience in conflict resolution and problem solving
6. Outstanding presentation and communication skills
7. Confident with using IT systems for marketing and promotion
8. Working knowledge of relevant legislation (including disability, discrimination, equal opportunities, health and safety etc.)



## Position Details

As a creative Head of Visitor Experience, you'll love being a positive role model and are naturally able to inspire people to deliver exceptional customer service, to exceed targets and understand how this funds our cause.

The role of Head of Visitor Experience has four direct reports; Visitor Experience Manager, Building Services, Visitor Experience Manager, Ticket Sales, Visitor Experience Manager, Catering (job share).

### KEY CRITERIA

1. Accountability – you tenaciously stay on track achieving required goals both personally and for the organisation, not losing heart along the way even when things get difficult and will challenge mediocrity wherever and whenever it is in evidence.
2. Change management – you look for opportunities to make 'step changes' as well as continuous improvements; predicting potential adverse reactions and how to deal with them and tackling resistance to change quickly but fairly.
3. Building effective teams – you simultaneously develop and manage numerous productive teams giving clear easy to understand instructions to those who ask for help and project a team spirit that inspires and motivates departments.
4. Intellectual acumen – you are capable of understanding new concepts and have good judgement as to what information is significant and useable in each situation and are regarded by others as an exceptional, capable individual.
5. Being inclusive – you will encourage a supportive and inclusive culture amongst the whole workforce.
2. Design and implement practices, processes and procedures necessary to get things done and to fluently convey plans to all, creating structure for communication and interaction.
3. Lead the Visitor Experience teams to deliver remarkable experiences that welcome an increased and diverse range of customers.
4. Organise people, teams and activities while separating and combining tasks into an efficient workflow, breaking down any silos between teams and encouraging collaboration and ensuring back of house operations support an exemplary front of house experience.
5. Monitor impact of the environment and situations on projects, anticipating any roadblocks and how to compensate for the unexpected.
6. Under broad direction from the CEO, operate autonomously and make tactical decisions under pressure to achieve desired outcomes and balance the often competing enquiries and demands of internal and external stakeholders.
7. Oversee the professional practical delivery of all commercial use of Eden Court's premises and that all conferences and meetings are run to the highest possible standards.
8. Responsible for ensuring that all theatre, cinema and catering licenses are applied for and that we meet the essential requirements at all times.
9. Working with the Catering team and other theatre departments to devise successful marketing and promotion activity that will increase the catering sales at the theatre.
10. Ensure teams maintain high standards of cleanliness and good order of the theatre premises at all times, taking pride in their role at Eden Court.

### DUTIES AND RESPONSIBILITIES

1. Responsible for creating and delivering a strategic plan to improve the whole visitor experience within the theatre, quickly understanding the operational requirements and outputs of direct reports; Catering, Front of House and Box Office, to ensure that teams are structured and trained to deliver exceptional customer service across all areas.

### GENERAL

As a member of Eden Court staff you will be required to uphold key policies including Equal Opportunities, Customer Care, Health & Safety and Safeguarding Policies. You will also be expected to take your share of responsibility in the ongoing improvement of these policies and for contributing to the overall profile and reputation of Eden Court.

## Important Information

- For an informal discussion with the Chief Executive, please contact Louise Alexander on 01463 732 657 or email: [lalexander@eden-court.co.uk](mailto:lalexander@eden-court.co.uk)
- Full time – 37.5 hours
- Salary: £32,000 - £42,000 depending on experience
- Holidays: 28 days with 6 public holidays
- Workplace pension scheme
- Applications should be received by noon on 26<sup>th</sup> September 2019
- Interviews will be held on 1<sup>st</sup> October 2019
- Relocation Allowance available

## How to Apply

If you think this is the job for you please send us your CV and a covering letter of no more than two sides of A4 outlining your career history to date, skills and experience that make you the right candidate for the role.

Please also complete the equal opportunities monitoring form and return this to us with your CV.

You can send your application to us by email or post. Please mark the envelope 'Head of Visitor Experience' clearly in the top left hand corner:

Human Resources Department

Eden Court

Bishops Road

Inverness, IV3 5SA

Email your application to us at [jobs@eden-court.co.uk](mailto:jobs@eden-court.co.uk)