

reports to:	Mill Director
responsible for:	line and task manage Mill Hosts
works with:	colleagues and volunteers across the organisation
budget accountability:	achieving sales and profit targets, effective management of margins, stock levels, operating costs and losses
location:	Whitchurch Silk Mill
hours:	3 days per week
salary:	£27,000pa (£16,200 pro rata)

Key accountabilities:

As Operations Manager you will play a vital role in the achievement of the Whitchurch Silk Mill Trust's vision for the Mill to be a thriving living museum which weaves silk and delights all who visit.

The capital stage of the HLF funded *Preserving the Fabric* project is nearing completion. It will revitalise the Mill, ensuring that:

- Traditional silk weaving continues
- Heritage skills are passed on
- The conservation requirements of its industrial and natural heritage are met sensitively

It will also significantly improve the visitor experience, the programme for learning, engagement with the people of Hampshire and commercial opportunities, all of which underpin long-term sustainability.

The Operations Manager will deliver our strategy for income generation, including ticketing, catering, retail, plus room hire and commercial events. You will drive sales in these areas and manage costs to maximise the spend per visitor whilst ensuring that these enterprises are aligned to our vision and values.

What you will deliver:**To manage and develop the new Welcome Building in line with our vision to**

- ensure all our visitors and customers are delighted
- the Mill and its heritage are safeguarded and well cared for
- that each and every member of the Mill Team is cared for and supported

Visitor Welcome & Operations

Deliver a warm welcome and exemplary customer care in the Welcome Building, which will house ticketing, catering, retail and visitor facilities.

- Lead by example to create a culture of outstanding customer care and continuous improvement
- Manage an effective rota, rhythm and routine for the smooth operation of the building
- Maintain high standards of housekeeping, visual merchandising and product availability
- Ensure security and administrative policies and procedures are adhered to and monitored
- Lead on the performance of the Mill Hosts, setting and reviewing objectives
- Ensure awareness and knowledge of exhibitions, events, products and services and maximise potential by utilizing links with these
- Plan and deliver promotional strategies and activities with relevant colleagues
- Deal with all Welcome Building reporting, enquiries, feedback and operational issues
- Act as a Duty Officer with a hands-on approach

Retail

Lead on the development and delivery of in-store and on-line retail, to maximise spend per visitor, income and profitability and achieve targets as laid out in the Business Plan.

- Formulate a range plan that reflects the vision, values and brand as well as our programmes and which meets the needs of our visitors
- Manage resources, people and costs
- Use sale and stock data to identify opportunities and threats
- Have awareness of wider retail market and product trends
- Manage and update EPOS system

Catering

Develop and manage the Mill's new café and group catering offer to ensure legal compliance and maximise spend per head to achieve targets.

- Formulate a seasonal menu that reflects our vision, values and brand
- Manage suppliers, stock, resources, people and costs
- Use sale and stock data to identify and plan future product and offers
- Have awareness of wider cafe market and catering trends
- Manage training and equipment maintenance

Corporate & statutory initiatives

You must understand and comply with all procedures and policies and follow Trust policies in the Mill Team handbook. With a small, flexible workforce there may be the need to redeploy staff as needs require for operational effectiveness.

Scope:

visitor numbers / turnover: 30,000+ visitors; turnover £300k+

team: direct reports and 10+ volunteers

area of impact: responsible for commercial enterprise, working with all teams, and will deputise for the Mill Director

The successful candidate will have the following skills:

Qualifications	Essential	Desirable
Good educational qualifications preferably to degree level, or equivalent or a suitable level of work experience	✓	
First aider		✓
Experience		
Experience of working in heritage, attractions, hospitality, retail or catering	✓	
Min 2 years' experience of staff supervision/ management, leading teams delivering customer service and sales	✓	
At least 2 years' experience in catering, retail or operations management	✓	
Managing a budget, delivering against targets	✓	
Strong practical experience of delivering excellent customer care	✓	
Electronic and internet based trading		✓
Marketing, experience of promotions and public relations		✓
Skills		
Time management, balancing operational, analysis and forward planning	✓	
Excellent IT literacy	✓	
Knowledge of sales software such as EPOS	✓	
Excellent communication and presentation skills	✓	
High level of numeracy skills including data analysis, budget and stock management	✓	
Excellent interpersonal skills	✓	
Cash handling	✓	
Delivery of access policies		✓
Knowledge		
Health and Safety regulations and their application	✓	
Other		
Enthusiastic with good interpersonal skills, ability to coach, motivate & facilitate	✓	
Interest in heritage and understanding of the vision and values of WSM	✓	
Saturday, Sunday and Bank Holiday working as part of a rota of Duty Officers	✓	
Flexibility to cover evening, holiday, absence and peak times	✓	
Physically able to carry out all required needs in the day to day management of the Welcome Building and during an emergency	✓	
Ability to negotiate with colleagues and partners to achieve positive results	✓	
Ability to work as part of a team under pressure of time and programming	✓	
Creative thinker and able to offer solutions to challenges within tight deadline	✓	