



VISITOR EXPERIENCE MANAGER

BACKGROUND AND PLACE OF WORK

Hatfield House and its surrounding parkland form a distinctive historic estate in Hertfordshire, within easy reach of Central London. The Estate brings together residential and commercial property, farming and forestry, development, tourism, leisure and hospitality. Hatfield Park welcomes members throughout the year, with the House, Park and Gardens open to the public seasonally. It is also an established setting for conferences, weddings, filming, major events and private celebrations.

SUMMARY OF THE ROLE

The Visitor Experience Manager will lead the development and delivery of Hatfield Park's visitor offer, helping to grow visitor numbers, income and satisfaction. Combining commercial awareness with a strong understanding of the visitor journey, the role will oversee ticketing, visitor insight, programming and front-of-house teams to create well-planned, welcoming and engaging experiences. Working closely with Marketing and colleagues across the Estate, the postholder will use data, feedback and operational knowledge to shape activity that encourages repeat visits and supports the wider leisure business.

OBJECTIVES, DUTIES AND RESPONSIBILITIES

Experience Programming and Events

- Develop and deliver a varied programme of visitor activity with clear appeal for families, groups, members and seasonal audiences.
- Manage group bookings, school visits and structured visitor experiences, ensuring they are well-planned and professionally delivered.
- Ensure the visitor journey is consistent, accessible and engaging across all programmed activity.
- Take responsibility for the commercial performance of visitor operations and visitor events, monitoring income, costs and visitor response.

Visitor Data and Insights

- Analyse visitor performance, including attendance, footfall trends, spend per visitor, audience profile, group bookings and visitor feedback.
- Produce regular reports for senior management, translating data into clear recommendations and practical actions.

Job title: Visitor Experience Manager

Location: Hatfield Park, Hertfordshire

Contract: Permanent

Hours: Monday to Friday, 9am to 5:30pm, with weekends/evenings as required

Reporting to: Director of Visitor Operations

Start date: TBC

- Use insight to inform programming, pricing, marketing activity and operational improvements.
- Act as a champion for the visitor perspective, ensuring decisions are informed by evidence, feedback and a clear understanding of audience needs.

Ticketing, Systems and Revenue Support

- Manage ticketing and POS systems so that they are accurate, efficient and straightforward for visitors and colleagues to use.
- Oversee ticket set-up, pricing structures and system configuration in line with commercial plans and operational requirements.
- Ensure ticketing and visitor systems provide reliable data to support reporting, forecasting and decision-making.
- Identify opportunities to improve conversion, visitor flow and secondary spend through better use of systems and insight.

Marketing and Communications Coordination

- Work with Marketing to plan campaigns, content and visitor communications that support the visitor programme and commercial objectives.
- Ensure visitor-facing information is accurate, timely, consistent and appropriate for each channel.
- Establish clear internal communication processes so that teams are briefed and confident in daily operations and event delivery.
- Share visitor insight with Marketing to inform audience development, campaign planning and future programming.

Stakeholder and External Liaison

- Manage relationships and logistics for third-party charity events and partner-led visitor activity hosted on the Estate.
- Liaise with occupiers, local stakeholders and partners to identify appropriate programming and audience development opportunities.
- Act as a key link between internal teams and external partners, ensuring plans are practical, well-communicated and aligned with Estate priorities.

Front-of-House Team Management

- Lead the Visitor Advisors, House Guides and seasonal front-of-house teams, setting clear standards for welcome, service and presentation.
- Oversee recruitment, onboarding, training, briefing and performance management for front-facing teams.
- Ensure teams have the knowledge, confidence and information needed to support visitors and promote the wider offer.
- Foster a positive, service-focused team culture that supports high standards and consistent delivery.

Operational Coordination

- Work closely with the Estate Operations Manager to align programming with estate works, maintenance activity and site readiness.
- Coordinate daily visitor operations so that events, staffing, signage, facilities and visitor routes are prepared and communicated.
- Support the smooth delivery during peak periods, major events and seasonal changes to the visitor offer.



ESSENTIAL SKILLS AND EXPERIENCE

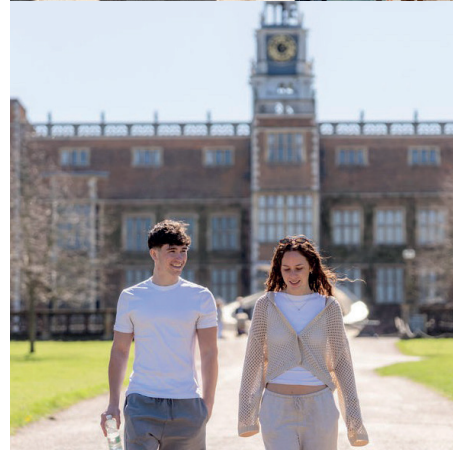
- Experience in visitor attractions, events, hospitality or another public-facing commercial environment.
- Strong commercial awareness, with the ability to link visitor experience, audience growth and income generation.
- Experience using ticketing, POS, CRM or visitor data systems to support reporting and decision-making.
- Ability to interpret data and feedback and turn insight into practical improvements.
- Excellent communication and stakeholder management skills, with confidence working across teams.
- Proven ability to lead, motivate and develop front-facing or seasonal teams.
- A practical, organised and visitor-focused approach, with good attention to detail.

DESIRABLE SKILLS AND EXPERIENCE

- Experience in a heritage, cultural, garden, country estate or membership-based visitor attraction.
- Background in event programming, audience development, group visits or family-focused activity.
- Experience working with marketing colleagues to support campaign planning or visitor communications.

DISCRETIONARY BENEFITS

- Private medical insurance, with the option to add family members (the latter is at the employee's cost).
- Life cover, at 2x salary.
- Workplace Pension Scheme via salary exchange (5% employee contributions, 3% employer contributions).
- Cycle to work scheme.
- Electric Car Scheme.
- Spark – Employee Assistance Programme, mental health support and virtual GP appointments, available 24/7.
- 25 days holiday each year, plus bank holidays, with the option to purchase up to 3 additional days each year.
- Additional holiday days offered at long-service milestones – 5/10/15/20/25 years' service.
- Season ticket loans (interest-free).
- Eye test reimbursement up to £40.
- Programme of wellbeing events and offerings throughout the year.
- Staff recognition programme.
- Charity policy with a paid leave day for volunteering.
- Complimentary or discounted event tickets, including tickets for other Treasure Houses.
- Telus Health One (formerly 'Life Works') – discounts for shops, restaurants, cinemas etc.
- Free visits to Hatfield Park with up to 3 guests (this is available to staff outside of their normal working hours, as long as the Park is open to the public).
- Retail discounts in Stable Yard shops, within the grounds of Hatfield Park (including 50% discount at The Coach House Kitchen and 10% discount at The Oak House, amongst others).



HOW TO APPLY

To apply, please send your CV and covering letter by email to David Tod at d.tod@hatfieldpark.co.uk.

Closing date: Sunday 2nd August.

Interviews will be held from Tuesday 4th August.

PRIVACY NOTICE

Please visit <https://www.hatfield-house.co.uk/privacy-notice/> to read our Privacy Notice on how we process the personal information you supply with your application.

