HATFIELD PARK

VISITOR EXPERIENCE COORDINATOR

Job title: Visitor Experience Coordinator

Location: Hatfield Park, Hertfordshire

Contract: Permanent

Hours: Monday to Friday, 09:00 to 17:30, must be willing to work weekends as part of a duty management rota and evenings as required

Reporting to: Visitor Experience Manager

ABOUT HATFIELD PARK

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 and Gardens open to the public seasonally. It is also an established setting for conferences, weddings, filming, major events and private celebrations.

ROLE SUMMARY

The Visitor Experience Coordinator supports the day-to-day running of Hatfield Park's visitor operation and its events and experiences programme. Reporting to the Visitor Experience Manager, you will be part of the Leisure team, alongside the conferences and events, major events and filming teams, and will support our Visitor Advisors and Guides in delivering a high-quality experience for day visitors and event guests. Our visitor offer is growing and changing, and your ideas for improving it will be welcome. The role offers scope to take on more responsibility and develop new skills as your experience grows.

KEY RESPONSIBILITIES

- Manage visitor enquiries by phone and email, including group bookings and school visits.
- Work with the relevant casual staff to coordinate these bookings and visits as required.
- Become the team's expert user of the ticketing platform and keep it up to date.
- Prepare and deliver written and verbal briefings for Day Leaders, Visitor Advisors and House Guides.
- Produce and circulate internal event briefings for key stakeholders.
- Help manage the casual staff rota and administer timesheets, liaising with payroll.
- Act as Duty Manager on public open days as part of the management rota.
- Attend trade fairs and networking events to raise awareness and drive group bookings.
- Manage gift shop stock control and sales reporting.
- Help manage the membership platform for Friends of Hatfield Park and Season Ticket holders, working with the Visitor Experience Manager and Estate Operations Manager.

Front-of-House Team Coordination

- Help deliver onboarding, inductions and ongoing training for casual staff.
- Keep the training matrix, casual staff records and contracts up to date.
- Procure equipment for the visitor operation, including uniforms.
- Act as the day-to-day point of contact for casual staff.

Experiences Programme and Events

- Help the Visitor Experience Manager with the curation and delivery of Hatfield Park's own events programme.
- Coordinate the existing Hatfield Park experiences series, currently including beekeeping and horse-and-carriage rides, and work with the Visitor Experience Manager on developing new experiences.
- Help manage the Old Hatfield Farmers Market and other placemaking initiatives in Salisbury Square.

Visitor Data and Insights

- Assist the Visitor Experience Manager, Director of Visitor Operations and Marketing team in the creation of sales data and customer insights reports.
- Produce footfall analysis reports for different visitor types to the Estate.

Marketing and Communications Coordination

- Work with the Marketing team to keep the visitor attraction pages on the website up to date.
- Work with the Marketing team on regular communications to Friends of Hatfield Park members, including the adverse weather communications plan.

ESSENTIAL SKILLS AND ATTRIBUTES

- Competent user of basic Microsoft packages including Word, Excel and Outlook.
- Positive and engaging, with a strong focus on visitor experience.
- Flexible and happy to support different parts of a busy, operational leisure team as needed.
- Clear, confident communicator, both written and verbal.
- Calm under pressure and able to solve problems independently.

DESIRABLE SKILLS AND ATTRIBUTES

- First aid trained.
- Experience at a visitor attraction or heritage site.
- Experience in customer service.
- Experience of event administration or management.

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.
- Interest-free travel season ticket loans.
- 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 'LifeWorks') – 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: Monday 9th November.

Interviews will be held from Monday 9th November.

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.