

JOB DESCRIPTION

TITLE:	Visitor Experience Manager
REPORTS TO:	Deputy CEO/Head of Operations
RESPONSIBLE FOR:	Public & Digital Engagement Coordinator Public Engagement Coordinator Receptionist
CONTRACT:	Full Time
SALARY:	£32,000
HOURS:	37.5 hours per week; 5 days from 7 Weekend and evening work will be essential

Main Purpose of Job

To drive income and admissions growth at Aberdeen Science Centre by delivering an exceptional visitor experience and maximising opportunities for ticket sales, events birthday parties and retail. This role is central to achieving the centre's commercial and engagement objectives. The post holder will ensure all operational, customer service, staffing and programming elements work together to attract, retain and delight visitors. With responsibility for key team members and front-facing functions, the Visitor Experience Manager ensures high standards, consistent delivery, and alignment with strategic goals, including the achievement of 5-star Quality Assurance status from ASVA.

Main Duties and Responsibilities

Visitor Experience

- Lead on achieving annual income and admission targets through effective visitor journey management, customer service excellence and programming.
- Oversee the delivery of a seamless and welcoming visitor experience to maximise ticket sales, repeat visits and customer satisfaction.
- Ensure that the visitor experience consistently aligns with the standards required to secure and retain the 5-star Quality Assurance award from ASVA.
- Lead on rota planning to ensure adequate staff coverage and efficiency especially during peak times and events.
- Develop and implement training programmes for front-facing staff to deliver high-quality, informed and friendly service.
- Work closely with the marketing team to align campaigns with visitor experience and admissions goals, ensuring accurate, engaging communication that supports successful income generation.
- Monitor and respond to visitor feedback and data to improve experience, optimise conversion rates and increase dwell time and spend.

Events

- Manage and grow ASC's ticketed events income
- Plan, support and coordinate both internal and external ticketed events to maximise impact, profile and profitability.
- Work in partnership with the marketing team to promote events, supporting the development of campaigns and responding to enquiries to secure bookings.
- Liaise effectively with all suppliers, guest speakers and contractors.

Line Management

- Provide effective leadership and direct line management for the Public Engagement Coordinator, Public & Digital Engagement Coordinator and Receptionist
- Conduct regular supervision, appraisals, and performance reviews; lead staff development and succession planning.
- Coordinate staff rotas, monitor attendance and performance and manage leave requests to ensure operational continuity.
- Foster a positive, collaborative, and high-performing team culture focused on audience engagement and commercial success.

Miscellaneous

- Act as Duty Manager when on shift, with full responsibility for site operations during allocated times.
- Support strategic planning, reporting and budget development, particularly around commercial income streams.
- Contribute to funding proposals, evaluation, and reporting especially where tied to admissions, engagement or visitor experience.
- Undertake any other duties appropriate to the role and the operation of Aberdeen Science Centre.
- Act as an outstanding ambassador for Aberdeen Science Centre both locally and further afield.
- Attend trade shows and external networking events as appropriate.
- The post holder will be expected to work flexibly within the team, with a willingness to work evening and weekends as required.

All science centre staff are expected to:

- Perform their own general clerical duties including, but not limited to, typing, copying, mailing and filing.
- Ensure all current legislation including, but not limited to, GDPR and Health and Safety is followed at all times.
- Maintain confidentiality in all aspects of client, staff and agency information.
- Consider the day to day environmental impact of their work and act to reduce accordingly i.e. turn off unwanted lights, reduce paper usage etc
- Follow any other reasonable duties as assigned by their line manager or Chief Executive.
- To attend conferences and other learning opportunities as required.

Person Specification

Do you have the skills, experience and enthusiasm we are looking for?

Essential Competencies

- Educated to degree level or equivalent professional experience
- Proven track record of meeting income/admissions targets
- Experience managing visitor-facing operations
- Excellent commercial awareness and customer focus
- Experience managing ticketed events or programmes
- Strong team leadership and staff development skills
- Competence in rota planning and operational coordination
- Experience with customer service training
- Excellent communication and stakeholder skills
- Experience in cultural, visitor attraction or science learning setting
- Ability to use visitor feedback and data to improve services
- Understanding of health and safety, safeguarding and accessibility
- Experience with CRM or booking systems
- Flexible approach to working hours and responsibilities

Desired Competencies

- Knowledge of ASVA standards and quality assurance processes
- Passion for science communication and informal learning
- Full, clean driving licence

The above is intended to provide a clear but concise statement of the present MAJOR TASKS and ACTIVITIES of the job. It is not an exhaustive list of all its detailed duties. As a term of your employment, you may be required to undertake such other duties as may reasonably be required of you in the post mentioned above.

Aberdeen Science Centre reserves the right to amend the Job Description in consultation with the employee.

Aberdeen Science Centre pursues a policy of equal opportunities in the appointment and promotion of staff.

How To Apply

To apply for this position please send a CV and Covering Letter outlining your suitability relative to the Job Description & Person Specification to: recruitment@asc.scot or to: Recruitment, Aberdeen Science Centre, 179, Constitution Street, Aberdeen, AB24 5TU

Closing date for applications: Monday 28 July 2025, 12noon