



VISITOR OPERATIONS MANAGER

Contract Type: **Full Time, Permanent Contract** (40hrs - 5 out 7 days shift patterns inc. weekends with some evening)

Salary: **£39,000 per annum, plus, Benefits**

Responsible For: Inspiring & effectively leading the visitor operations team (Visitor Operations Supervisor (s), Visitor Assistants and Volunteers) who deliver all aspects of museum operations and visitor experience across the Garden Museum. Championing customer service, putting visitors at the heart of the work of the Museum and its purpose. Fostering a culture of continuous improvement with the visitor operations team to bring efficiencies in operations, ensuring KIP are met and team excellence in all it does. Confidentially lead the team ensure the finances of the museum are promoted in all visitor operations and the visitor operations budget is managed effectively. Be responsible for the security and safety of visitors, collection, volunteers & building in collaboration with the Curatorial & Facilities departments.

Reports to: **Director of Commercial & Operations**

Location: **Garden Museum, Lambeth, London, SE1 7LB**

About us:

The Garden Museum is Britain's only museum dedicated to gardens, celebrating ideas and research about the design, history and culture of gardens. At its heart the Museum explores Gardens in its broadest form exploring intersects between gardens, art and architecture, food and fashion, literature and design and community.

Since re-opening in June 2017 after an £8.2 million refurbishment, the Museum has grown from strength to strength, now welcoming over 50,000 visitors per year. The museum and archive are housed in a former medieval and Victorian church, with the new extension is formed of two pavilions giving spaces for learning and café.

As well as paid visitors, we host a programme of exhibitions, festivals, evening events, learning activities and community outreach. These are supported through the commercial income from retail operations (a shop in the Nave and a newly launched online shop), paid tours, venue-hire and an award-winning Garden Café.

The visitor operations team are at the heart of making everything happen in the museum, from welcoming visitors, selling ticketing, retail products and memberships to developing new tours and experiences, as well as ensuring museum is well presented, safe and secure. This department leads daily museum operations as well as supporting the delivery of all our events and exhibitions and the departments running them. Ensuring visitors have an excellent time and return for another visit, event or buy a membership is key to our financial success, as independent museum and this role is vital to championing and prioritizing this with the team.

Who we are looking for:

Now is an exciting time to join the team as we grow as entrepreneurial museum and expand the visitor offer to attract more paid visitors; update processes and presentations standards and focus on developing the talents of the team while launching new products and experiences. This is a key operational and onsite role which would suit an experienced, people-focused manager, who can balance inspiring our team with the commercial and compliance needs of the museum.

The ideal candidate will have a track record of managing the visitor operations of a complex museum, gallery, or visitor attraction, with confidence in delivering financial targets. We are looking for someone who can demonstrate a passion for customer service, visitor experience and is looking to build their career further in leisure, museum, arts and heritage sector.

Role Responsibilities:

Visitor & Museum Operations:

- To lead the visitor operations team on a day-to-day basis to ensure the delivery of an excellent end to end visitor journey, ensuring high levels of presentation across the visitor route.
- Be a Key holder for the Garden Museum, ensure the safe opening and closing and security of whole building.
- Act as Duty Manager as part of a rota, making key health, safety and security decision and escalating to Senior Management as appropriate. Keeping all onsite informed.
- Support with curatorial team with the day-to-day exhibition maintenance and management while the exhibition is open to the public.
- Manage all risks and compliance related to the museum and visitor experience this includes updating risk assessments annually, the coordination of emergency plans & procedures, writing and updating annually security, health and safety procedures and collection and ensuring security protocols for collections and loans are followed. This will be completed in collaboration with Facilities, Curatorial and signed off by Senior Leadership.
- Ensure all visitor communications (enquiries & complaints) are resolved in a swiftly and in positive manner personally and by the team. Ensure communications are escalated to senior management appropriately.
- Guarantee the museum is prepared for venue hire & events and then restored ready for visitors after these events have taken place. Support public programme with the compliance in welcoming visitors into the building for special events.
- In liaison with Marketing, manage onsite signage that it is clean well-presented and accurate. Support Marketing in managing the visitor-facing online communications such as social media, google, website & ticketing platform are kept up to date to ensure information is accurate for visitors.
- Make sure consistent and regular communication of all visitor-related information is shared across wider organisation, including team briefings, visitor end-of-day report.
- Deputise of the Visitor Operations Supervisor(s) and Retail Manager in their absence.
- Act as qualified First Aider (training will be provided) and manage for first aid requirements for public areas.

Team:

- Ensure recruitment, training, appraisal and management processes attract, develop and inspire a high performing, diverse team of staff who excel in customer service, exceeding financial KPIs and take a visitor-first approach.
- With support from the Visitor Operations Supervisors manage volunteers & staff rotas to support all aspect of the museum operation including duty management. Rotas need to be efficient and in line with visitor operations budget.
- Lead and motivate the Visitor Operations Team & Volunteers to be knowledgeable about the museum and the team to confidently answer visitor queries, share information about the museums events and offerings, the history of the museum, collection and archive.
- Develop annual training plans, resources and schedules and deliver these to the volunteers and visitor operations team to ensure compliance training is completed and they can deliver an excellent experience for all.
- Work with the Retail Manager & Individual Giving Manager to ensure the visitor operations teams are trained and passionate about retail operations and memberships, which are important to the museum's financial success.

Business Development & Continuous Improvement:

- Embed a culture of continuous improvement in visitor operations, assess areas of the operation which could be delivered more efficiently and with the agreement with the Director of Operations make any change initiatives.
- Support the Director of Operations & Commercial with the development of a long-term visitor experience strategy that supports Garden Museum 3-year strategy and mission.
- Support the Director of Operations and Commercial with the managing relationships of third-party suppliers for ticketing, signage, tourist bodies and future suppliers for museum operations.
- Develop new ticketed tours, talks and visitor experience products that helps grow the Garden Museum's income, reputation & audiences.

Reporting & Finance

- Manage the visitor operations budget effectively by regular monitoring and having rigours oversight of the resources required to deliver the museum operations, tours, ticketing; develop strategies to optimise budgets whilst maintaining standards. Reporting on the budget and variations to Director of Operations & Commercial.
- Collect, analyse and give insight of visitor data, that enables reporting to key stakeholders and recommendations to developing the visitor offer.
- Support the Retail Manager with the implementation of stock management, cash handling, retail finance and selling with the volunteers & visitor operations team.
- Lead by example for upselling tickets, memberships, catalogues & other fundraising schemes.
- Support the Director of Commercial & Operations in creating an annual visitor operations budget.
- Report on and agree Key Performance Indicators (KPI's) with the Director of Commercial and Operations and ensure they are met by yourself and the wider visitor operations team.
- Undertake financial admin as required for the role.

Personal:

- Prioritise time and resources to ensure essential targets are met within agreed deadlines with Director of Operations & Commercial.
- Clearly Communicate with all staff, the volunteers and stakeholders in positively and timely manner.
- Demonstrate a can-do attitude in the development of new ideas for success and approaches challenges as opportunities.

General:

- Undertake any administration needed to fulfil the role.
- Represent the Garden Museum in a positive and professional manner.
- Supporting the work of other departments of the Museum when appropriate.
- Attend Garden Museum meetings such as the weekly diary meeting as required.
- Undertake other reasonable duties as and when they arise.

The Ideal Candidate will possess the following:

- A qualification in museum studies, heritage management, business management or a related field may be advantageous, however hands-on management of complex visitor-facing operation with a focus on excellent customer service for a least 5 years is the paramount.
- Proven people management experience with large teams demonstrating an ability to lead, motivate, inspire and develop and monitor their delivery through effective performance management.
- Able to demonstrate managing compliance and risk in a complex attraction welcoming the public.
- Financially literate, able to manage budgets and demonstrate and promote a commercial target with teams to exceed targets.
- Proven ability to manage change and continual improvement strategies with passion for driving creative solutions
- A confident communicator at all levels; excellent interpersonal skills and the ability to build and maintain relationships.

- The ability to balance planning processes with responsiveness to arising issues yet still ensuring excellence and attention to detail are upheld.
- Confidence in Microsoft Office-based software.
- A proven commitment to diversity and inclusion.
- An interest in working in Museums, Art or Heritage.

Other Skills, Knowledge, and Experience:

- An understanding of ticketing operations and running multi-channel customer contact operations; experience of using ticketing/CRM systems
- A high level of determination and drive, enthusiasm and ability to think creatively to ensure success.
- Knowledge of the gardening world or a genuine enthusiasm for our subject matter of gardens and gardening, and their place in the wider world.

Benefits

- 27 days paid annual leave per annum plus an entitlement to statutory Bank Holidays (or time in lieu when worked) This is inclusive of the mandatory closure period between Christmas and New Year.
- Pensions Auto Enrolment and Staff Discounts in the Café, Museum Shop & Museum.

Application

- Please email a CV and covering letter outlining your skills and experience in relation to the job description to: recruitment@gardenmuseum.org.uk
- Mark the subject box: VISITOR OPERATIONS MANAGER
- **Closing date for applications: Midnight on Monday, 26th January 2026**
- **Interviews will likely be held on 5th & 6th February 2026. Please keep these dates free.**

We regret that we are unable to respond to all applicants, you will only hear from us if we wish to invite you to an interview.

Equal Opportunities

The Garden Museum aims to be an inclusive organisation where everyone is treated with respect and dignity, and where there is equal opportunity for all. The Garden Museum respects and values diverse characteristics. We are committed to positively engaging and celebrating the differences between our diverse staff and users, to enabling us to achieve our aims within the organisation and the external community.

