Visitor Services Manager

Stori Brymbo – Heritage Visitor Attraction

1. Job Overview

Job Title:	Visitor Services Manager
Location:	Brymbo, Wrexham, North Wales
	Primarily site-based role in Brymbo, with some travel as required
Reporting To:	Head of Operations
Contract Type:	Fulltime (37.5 hrs per week)
	Flexibility required, including weekends, evenings and peak periods
Salary:	£30,000.00pa
Closing Date:	11.59pm Sunday 29th November 2026

2. About Stori Brymbo

Stori Brymbo is an exciting new community hub and heritage visitor attraction that opened in June 2026, developed and led by Brymbo Heritage Trust.

The project has been made possible through significant investment from the National Lottery Heritage Fund (NLHF), supporting the transformation of the historic Brymbo site into a vibrant destination that celebrates its natural, social and industrial heritage.

Stori Brymbo offers a high-quality, engaging visitor experience, combining heritage interpretation, events, and commercial activity to create a sustainable attraction of regional, national and international significance.

As a charity-led initiative, the organisation is driven by a strong social purpose—preserving heritage, engaging communities, and creating a lasting legacy for future generations.

3. Role Purpose

To support and lead the safe, welcoming, efficient and commercially aware day-to-day operation of Stori Brymbo, ensuring consistently excellent visitor experiences across welcome desk, exhibitions, retail, event bookings, café service and community events alongside a group of passionate team members. The postholder will have daily operational accountability, lead people and service improvements in consultation with senior management, and resolve routine issues independently so the Head of Operations can focus on wider operations, including organisational leadership, development and growth of operational offer for visitors.

4. Key Responsibilities

Daily operations and Duty Management

- Own day-to-day visitor operations and ensure appropriate opening, closing, staffing ratio, security, presentation and service arrangements including evening events and activities as required.
- Plan and coordinate rotas and Duty Manager (DM) coverage; undertake allocated DM shifts and provide timely handovers.
- Make routine daily decisions, resolve incidents and complaints within delegated authority and escalate exceptions promptly.
- Coordinate café service, retail, admissions, welcome and visitor flow while respecting specialist kitchen and food-safety accountabilities alongside the Kitchen Team Leader

People leadership

- Lead, coach and support allocated team leaders, staff and visitor-facing volunteers; promoting an inclusive, positive culture.
- Manage induction, training, supervision, performance, attendance and routine employee issues under agreed HR procedures in liaison with the Head of Operations to ensure a consistent approach.
- Build cross-training, succession cover and effective communications across the six-day operation.

Visitor experience and inclusion

- Set and monitor welcoming, accessible, high-quality visitor service standards across free and paid visitor areas.
- Use visitor feedback, complaints, observations and performance information to improve the visitor journey and repeat visitation together with the Head of Operations.

Commercial and event delivery

- Monitor admissions, retail and café service indicators, secondary spend and relevant operational targets; propose practical improvements to the team and Head of Operations
- Coordinate operational requirements for group bookings, events and activities, including staffing, facilities, access and security.
- Follow agreed cash-handling, stock and purchasing controls; operate only within delegated financial authority.

Safety, safeguarding and facilities

- Implement approved risk assessments, safe systems of work, emergency procedures and safeguarding arrangements.
- Identify additional risks and resources that may be needed to ensure successful outcomes within the visitor experience.
- Ensure operational checks, training, accident/near-miss reporting and prompt escalation of hazards or defects.
- Work with competent advisers and the Head of Operations on safety issues; this role does not replace organisational assurance or formal risk-assessment approval.

5. Person specification

Essential Criteria

- Supportive, confident leadership; effective communication and ability to make sound independent decisions.
- Strong planning, prioritisation and handover skills, with willingness to work collaboratively.
- Commercial awareness, numeracy and ability to interpret basic visitor, staffing and sales KPIs.
- Commitment to accessibility, equality, safeguarding, wellbeing and positive volunteer relationships.
- Competent with standard digital tools and able to learn rota, ticketing and point-of-sale systems.
- Flexibility to work scheduled weekends, occasional evenings and Duty Manager shifts, subject to training and competence.
- Passion & drive to develop a visitor attraction with Charity status as part of a high performing team.

Desirable Criteria

- Heritage/museum or charitable-sector experience; volunteer coordination; retail, café or event operations.
- Recruitment, staff development, delegated budgets or stock control experience.
- Relevant supervisory/management, first-aid, fire-safety or safeguarding qualifications.

Skills & Competencies

- Successful operational supervision or management in a visitor attraction, heritage, hospitality, leisure, cultural or comparable customer-facing environment.
- Experience leading staff, coordinating rotas, managing day-to-day service standards and resolving customer issues.
- Practical experience implementing health and safety procedures, incident responses and appropriate safeguarding arrangements.
- Evidence of continuous improvement within customer experience, operational systems or team performance.

6. Recruitment Process

Assessment by application, structured interview and practical scenario as appropriate.

How to Apply

Please submit:

- Your CV
- A covering letter (maximum 500 words) outlining your suitability for the role

to recruitment@storibrymbo.com by 11.59pm Sunday 29th November 2026 - **Please use subject heading 'RECRUITMENT - VSM'**

Equal Opportunities Statement

We are an equal opportunities employer and welcome applications from all backgrounds. We are committed to creating an inclusive environment for all employees. We will consider Job Shares for this position.