

# Capel Manor College

## Service Delivery Manager

Weekend Seasonal Trading

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Job Description & Person Specification



# JOB DESCRIPTION & PERSON SPECIFICATION

## JOB DESCRIPTION

<b>Post</b>	Service Delivery Manager – Weekend & Seasonal Trading, Capel Manor Gardens
<b>Scale</b>	Business and Learning Support Scales
<b>Grade</b>	PO2
<b>Responsible to</b>	Head of Commercial Services
<b>Location</b>	Enfield
<b>Contract</b>	Fixed-term, Part-time

### Key Responsibilities:

The Service Delivery Manager will lead the commercial and operational performance of Capel Manor Gardens during weekend seasonal trading periods. As the senior accountable manager on site, the postholder will be responsible for safe estate operations, revenue delivery, service standards, and team performance.

The role exists to maximise weekend income, increase yield per visitor, drive conversion across commercial products, and ensure Capel Manor Gardens operates as a high-quality, revenue-generating visitor destination.

### Commercial Accountability & Revenue Growth

1. Deliver weekend revenue targets across admissions, retail, catering, animal experiences and ticketed events.
2. Drive average spend per visitor through active sales leadership and visible floor management.
3. Maximise conversion of:
  - a. Annual passes
  - b. Event tickets
  - c. Experience bookings
  - d. Gift vouchers
  - e. Upsell food and beverage offers
4. Actively monitor live trading performance and adjust staffing or promotional focus to optimise revenue.
5. Ensure hero retail products are prominently displayed and replenished, including premium plant lines, seasonal gift ranges, curated hampers and branded merchandise.
6. Improve basket value through effective merchandising, staff coaching and customer engagement.
7. Identify missed commercial opportunities and escalate improvement actions.

### Operational & Estate Leadership

1. Open and close the estate, ensuring security, utilities management and compliance checks are completed.
2. Conduct daily site safety inspections across all public-facing areas.
3. Ensure full compliance with health & safety, safeguarding, fire procedures and College policies.
4. Lead on incident management and emergency response.
5. Maintain clear operational reporting and performance feedback.

### Visitor Experience & Reputation

1. Deliver a professional, welcoming and consistent visitor experience aligned to the College's brand.
2. Lead standards across presentation, cleanliness and service.
3. Manage customer feedback and complaints proactively to protect reputation and repeat trade.
4. Support growth in positive reviews and repeat visits.

### Integrated Estate Delivery

1. Work closely with the Gardens team to ensure the estate presentation supports commercial positioning.
2. Coordinate with the Animal Management team to maximise participation in scheduled experiences and increase per-visitor revenue.
3. Ensure clear communication of daily programmes to visitors to drive engagement and secondary spend.

### Events & Private Hire Delivery

1. Act as operational lead for weekend weddings, functions, seasonal events and public programmes.
2. Coordinate event assistants and casual staff to ensure safe and professional delivery.
3. Ensure events are delivered to specification and protect associated revenue.
4. Monitor event trading opportunities, including catering, retail and experience upsell.

### **Team Leadership**

1. Lead, brief and supervise weekend staff and event assistants.
2. Set clear sales and service expectations at the start of each trading day.
3. Coach staff in commercial behaviours and upselling techniques.
4. Ensure adequate staffing coverage during peak footfall.

### **General Responsibilities:**

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

## **PERSON SPECIFICATION**

### **Qualifications**

- Relevant qualification in hospitality, retail, visitor attraction or events management (desirable)
- First Aid qualification (desirable)

### **Experience**

- Experience leading operations within a visitor attraction, hospitality, estate or events environment.
- Proven experience of driving revenue performance and improving customer spend.
- Experience supervising teams in a customer-facing environment.
- Experience delivering events or private functions (desirable).

### **Skills, Abilities and Knowledge**

- Commercially focused with strong understanding of yield and revenue generation.
- Confident leading as the senior decision-maker on site.
- Strong operational and compliance awareness.
- Ability to work under pressure during peak trading periods.
- Customer-focused with the ability to manage complaints and enhance reputation.
- Strong communication and coordination skills.

### **Other Factors**

- Weekend and bank holiday working essential.
- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required