

JOB DESCRIPTION

INTERIM HEAD OF VISITOR OPERATIONS & EXPERIENCE

About Us

The National Coal Mining Museum for England, found in the stunning surroundings of Wakefield, is a truly special place to work. Set within historic surroundings, we are more than a museum, we are a living, breathing part of England's industrial and social history.

Our mission is to preserve and share the rich heritage of coal mining, keeping its stories alive for generations to come. Through meaningful, co-created experiences, we inspire people of all ages, backgrounds and needs to connect with the history of coal and its lasting legacy.

As a nationally significant visitor attraction and an important contributor to the North of England's visitor economy, we are proud to offer a unique, engaging and memorable experience to every visitor.

Everything we do is guided by strong, forward-thinking values. We are relevant, connecting the past to the world today and tomorrow; impactful, inspiring curiosity, understanding and positive change; national and international, sharing stories that reach beyond borders; and sustainable, committed to responsible practices in how we work, operate and grow. We bring these values to life by being collaborative, working together with empathy, openness and respect; outstanding, striving for excellence and creating unforgettable visitor experiences; authentic, telling the real stories of coal, people and communities with integrity; and learning, embracing curiosity, innovation and continuous development.

This is a unique opportunity to play a vital role in preserving and sharing one of England's most important stories. You'll be part of a passionate, supportive, purpose-driven team dedicated to heritage, education and community engagement—helping to ensure the safe, sustainable future of a nationally important site.

1. POST DETAILS

1.1. TITLE: Interim Head of Visitor Operations & Experience

1.2. DURATION:

3-6 months starting July 2026

1.3. LOCATION:

National Coal Mining Museum for England, New Road, Overton, Wakefield

2. REPORTING TO:

Chief Executive Officer

3. SUPERVISORY RESPONSIBILITIES:

Due to the temporary and interim nature of this role, no formal line management responsibilities will be held by the post-holder during this period.

However, the appointed post-holder will be expected to be actively involved in the day-to-day co-ordination and on-site management where required of the activity of relevant Museum teams who contribute to our visitor experience and visitor-facing operations.

4. THE ROLE & TASK AREAS

4.1 The Role

We are seeking to appoint an interim Head of Visitor Operations & Experience to:

Work collaboratively with our teams & colleagues in the Senior Leadership Team to conduct a review of the experiences of our visitors, on each step of their journey, from pre-visit, through their time with us on site, and through to post-visit

Lead and support the delivery of an exceptional quality visitor experience across the Summer and into the Autumn, during what is anticipated to be extremely busy and important time for the Museum – including where required the co-ordination and on-site management of the activity of visitor-facing teams where required

Play an active role, and act as logistical lead where required, in the management and delivery of specific events and activity in the Museum programme, working collaboratively with other members of the Senior Leadership Team

Input into the detailing of our Masterplan, a ten-year strategic vision and framework for the future development of the Museum and its surrounding landscape, including with particular attention to visitor experience and operational imperatives, and take an active part in a major feasibility study into the future development of our core museum complex

Play a crucial role, supporting the Head of Masterplan and Capital Projects, and the Estates Manager, by contributing to the development and delivery of a programme of improvements and projects across the Museum and its surrounding landscape, including working with colleagues to ensure the effective management of contractors and successful delivery of works

Review, make recommendations around, and implement changes to, processes, policies, procedures & documentation relating to the visitor experience and journey, including, for example, but not limited to, health & safety documentation, monitoring of visitor experience quality, and event/activity booking processes

4.2 OTHER DUTIES

- Undertake other duties at a comparable level of responsibility when required.

4.3 SPECIAL FEATURES

- For the success of the organisation you may be asked to work evenings, weekends and Bank Holidays where required.

4.4 PERSONAL CONTACT:

Internal:

- Other members of the Museum staff and volunteers
- Contractors and Consultants

External:

- Members of the public
- Representatives from a range of external stakeholder and partner organisations

5 QUALIFICATIONS AND SKILLS:

- The post-holder must have robust experience of operational management of comparable visitor destinations, i.e. that attract high numbers of visitors to a heritage or cultural destination, i.e. at a Museum or similar

- They must have experience of significantly improving the visitor experience and exceeding audience expectations
- This must include experience of management of outdoor spaces
- They must have experience have managing teams successfully, including visitor-facing teams within a visitor destination
- They must have experience of managing contractors across a variety of types of works, including maintenance and capital works, within a cultural, museum or heritage environment
- They must be experienced and trained in managing health & safety effectively
- They must have an ability to trouble-shoot, to respond effectively to issues or problems, working collaboratively with multi-disciplinary teams to do so and to deliver solutions
- Collaborative working is crucial for this post and the post-holder must have a demonstrated ability to work excellently with a wide variety of colleagues and external stakeholders and partners
- They must be an excellent communicator, with an astute ability to analyse situations, processes and systems and make recommendations around them in a succinct effective way, both formally in writing and informally verbally
- Ideally, the post-holder will have relevant qualifications in relevant associated disciplines and/or subject areas
- The post-holder must have a passion for heritage, preferably for coal-mining or wider industrial heritage, and a belief in what it can mean for communities now and into the future

6 HEALTH AND SAFETY:

6.1 In accordance with sections 7 and 8 of the 1974 Health and Safety at Work Act ensure the health and safety of all staff and resources within the post-holder's area of responsibility, i.e. delegated responsibility in relation to the post-holder's duties and personal responsibilities.

6.2 In addition, the Management of the Health and Safety at Work Regulations 1992 detail the following:

- Employees must inform their employer or supervisor of any work situation that might present a serious and imminent danger to health and safety.
- Employees must inform their employer or supervisor of any shortcomings in the health and safety arrangements, even when no danger exists.

7 EQUAL OPPORTUNITIES:

7.1 The post-holder's duties must at all times be carried out in accordance with the Museum's Equal Opportunities Policy and other policies designed to protect employees or the Museum's users from harassment.

7.2 It is the duty of the post-holder not to act in a prejudicial manner towards the Museum's users or employees. The post-holder should also counteract such practice or behaviour by challenging it or reporting it.

Job Description Agreed By: L Dunning

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