

YSP

Deputy Hospitality Manager Recruitment Information Pack July 2024

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please get in touch with recruitment@ysp.org.uk



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Welcome to Yorkshire Sculpture Park

Thank you for your interest in Yorkshire Sculpture Park. I am Clare Lilley, Director of YSP, which began in 1977 as an exhibition of sculpture in the grounds of Bretton Hall College.

Bretton Hall College was an arts teacher training college founded in 1949 with the philosophy that if everybody's creativity was nurtured they would live more fulfilled lives, and society as a whole would be better.

The founding mission of YSP was to open up the stunning Bretton Estate for everyone to enjoy and to bring the best of international art to Yorkshire.

Over the last 45 years we have grown to manage 500 acres of historic landscape that are home to around 80 sculptures at any one time. We curate temporary exhibitions in five indoor galleries as well as an 18th-century chapel and have a thriving visiting artist programme – creative thinking and doing is the heartbeat of the organisation.

We now welcome almost half a million visitors in usual years, as well as over 35,000 people in our pioneering Learning programme. We contribute £11.5m each year and employ nearly 200 people as well having made a major contribution to the cultural life and profile of the region. Although YSP is constantly changing, a lot of staff have worked here a long time and we're devoted to this amazing landscape and art.

YSP has always strived to create opportunities to support and develop talent. We recognise that fair access to working in the arts and cultural sector is an urgent issue, with people who have experienced disadvantage and people of colour still significantly under-represented amongst employees of UK arts organisations.

We recognise that genuine change and transformation will only come about if everybody feels included and we are therefore committed to diversifying our workforce so that it reflects the cultural diversity of the UK and the range of lived experiences in our region and we would love to hear from you.

Warmly,
Clare



Clare Lilley
YSP Director

Introduction from the Deputy Director



Kevin Rodd, Deputy Director

As Deputy Director my role forms part of the Executive team alongside The Director, Clare Lilley and Associate Director for Commercial and Operations, Joe Penney. I work closely with the Heads of Departments to oversee the business functions of the organisation and business planning, which include Trading, Visitor Experience, HR, Development, Estates, IT and Finance.

I first visited YSP in the 1980s when a close family friend was installing the Access Sculpture Trail. This sparked my interest in art and especially landscape art and I would frequently return to YSP to see it's development and expansion. My career took a finance and administration route, most recently being the Chief Operating Officer for Oxford University's Gardens, Libraries and Museums but I was fortunate to join YSP in 2023. I'm passionate about YSP's mission to create meaningful and enjoyable cultural experiences in a unique environment, inspiring everyone to enjoy and engage with art, nature and creativity.

I hope that after reading this pack you feel inspired to apply to join the YSP team!

About the team



Joe Penney, Head of Trading and Visitor Engagement

I joined YSP as Head Chef in May 2002, just before the main Visitor Centre opened to the public for the first time in June of that year. YSP has given me the opportunity to develop my career through a number of different roles I have held, through to my present role as Head of Trading and Visitor Engagement. The main aspects of my role include the overseeing, planning and development of strategies for Catering, Hospitality and Retail whilst also being responsible for our earned income streams which include managing our leased properties and income generated from our admissions and ticketing systems. My role is also responsible for all Front of House operations which includes Indoor Gallery team, Outdoor gallery team, Admissions team and our Housekeeping team. A particular interest of mine is that YSP is seen a place that encourages people who might not ordinarily engage with visual arts to visit and experience sculpture and art for themselves, without the formal feeling which can sometimes be associated with art galleries and museums. It's about making people feel comfortable in the environment we create whilst enjoying the natural beauty of the Historic Bretton landscape, and that we create an offer where visitors will want to spend their time and money on quality items, whether that is a great cup of coffee or a lovely product from one of our shops.



Lisa Haskins, Catering and Hospitality Manager

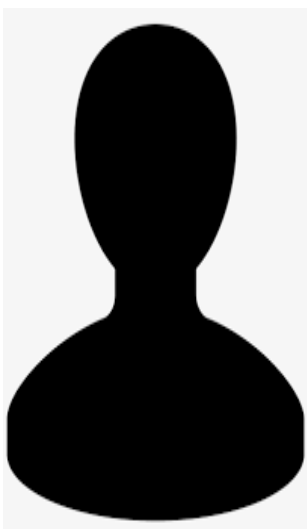
Responsible for the efficient and effective management and delivery of all catering and hospitality operations across all areas of the business, whilst managing the seasonal fluctuations in visitor numbers and associated income patterns.

About the team



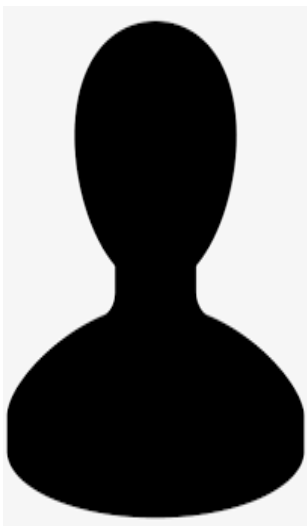
Jackie Andrew, Front of House Catering Manager

I have been at YSP over 14 years now and I am front of House Manager, the people make YSP and the beautiful parkland. I love driving in to work every day surrounded by sheep and lovely countryside.



Deputy Front of House Catering Manager

Responsible for the day-to day operation of the restaurant, takeaway outlets and delivery of the conference and hospitality business at YSP.



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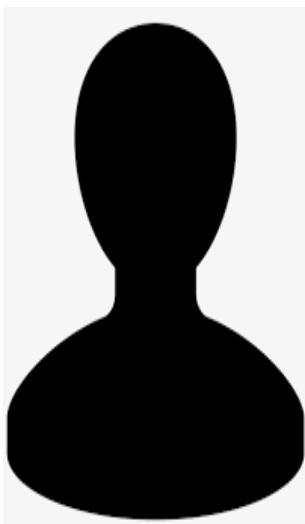
Andy Boulton, Group Kitchen Manager

My role is to support all the head chefs at YSP with all aspects of the Food Quality and safety across the YSP estate. I love driving through the gates of the park in a morning, looking out across the park and realising how lucky I am to work at such an amazing place.



Andrea Roberts, Trading Administration Manager

I have worked at YSP since 1995, I started as a catering assistant and now I am responsible for the admin and catering reports for the head of catering. My role includes checking invoices, recipe costings, sales reports, stock reports and till system programming.



Conferencing and Hospitality Manager

Responsible for managing and coordinating the day to day operation of all conference, hospitality, private hire & wedding business at YSP.

About the role

Job Title:	Deputy Hospitality Manager
Reports to:	Catering and Hospitality Manager
Direct reports:	Hospitality Administrators
Date:	July 2024

PURPOSE OF THE ROLE

This role is responsible for the sales, programming, planning and co-ordination of the organisation's diverse portfolio of commercial events. In 2023/24 this totalled 366 hires, with a turnover of £400k gross sales, including B2B, social events, weddings, and leisure groups. In addition, this role supports Yorkshire Sculpture Park with events, exhibition openings, and hospitality in line with YSP's artistic programme.

The successful candidate will be an experienced Hospitality professional, with experience gained from working in a fast-paced environment, planning for, and delivering consistent high standards and financial targets. They will have a pro-active approach to selling YSP as a venue, demonstrate confidence working alone and as part of the team, and excellent time management and organisational skills. Working closely with the Catering and Hospitality Manager, the successful post holder will be pivotal in delivering the 3-year Hospitality strategy whilst contributing to the on-going development of this important revenue stream by creating and introducing innovative ideas to maximise the potential of YSP's historic landscape and event spaces. At times, this role will need a hands-on approach, requiring confidence when liaising with clients, meeting, and greeting, networking, and building partnerships.

KEY RESPONSIBILITIES

To have a pro-active approach to selling YSP as a Hospitality venue through multiple channels including attending relevant trade shows, being prominent in the regional business network community and building a network of key clients.

Planning and co-ordinating inspiring and engaging events that exceed client's expectations.

Ensuring budgeted venue occupancy rates are achieved or exceeded.

To maximise enquiry to booking conversion rates by ensuring Hospitality Administrators are communicating in a professional manner and providing accurate proposals and quotes to clients.

Manage multiple income streams and targets. Liaising with the Trading Administration Manager and Finance Team to provide accurate financial information for the purposes of invoicing and accounting. Budget management and forecasting.

About the role, continued

Working closely with the Catering and Hospitality Manager and Marketing and PR team to create a Hospitality marketing plan to generate awareness of YSP as a destination for events and conferences, create interest, drive enquiries, and make YSP Hospitality the number one choice for clients.

Working closely with the Marketing and PR team to generate copy and visual content for use in YSP's and external channels, in line with internal systems, processes and brand guidelines.

Managing and reporting on a Hospitality enquiry call back/chase system. Including strategic decision making around the results.

To actively seek client feedback and develop an ethos of continuous improvement based on clients' comments and the departments performance.

To develop relationships, co-ordinate and liaise with multiple stakeholders both internal and external. Working collaboratively across the YSP departments.

Ensure YSP's hospitality offer is consistently reviewed and viable. Ensuring our offer is up to date with market trends.

Identify capital investment requirements to ensure the Hospitality offer is aligned with client requirements.

To be commercially aware of both the local and national activity of tour and coach companies and maximise opportunities for YSP as a visitor attraction for the leisure group market.

To ensure all event activity is compliant with YSP licenses, risk assessments, policies and procedures and regulatory Health and Safety.

To lead on weddings at YSP, including being responsible for set up and dressing of event spaces, being on the day contact for Registrars. Liasing with external suppliers appointed by the clients.

To line manage the Hospitality Administrators including strategic objective setting, identifying training requirements, and providing support and advising on bespoke enquiries.

To ensure all Hospitality activity aligns with YSP's environmental policy and responsibilities.

What we're looking for

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Excellent verbal and written communication skills and the ability to communicate information effectively.

Experienced in hospitality sales, generating new business across multiple streams, and developing partnerships with existing clients.

Previous experience gained in a Hospitality Manager or Senior Co-ordinator role

Confident in the use of CRM systems, room booking software, Word, Excel, and Outlook.

Highly organised, able to multi-task and manage competing deadlines.

Experienced in the co-ordination and delivery of social events and weddings

Experienced in conducting client show rounds of facilities, event spaces and ability to present and upsell the offering.

Working knowledge of conference set ups, equipment, PA, and technical AV.

ESSENTIAL PERSONAL ATTRIBUTES

A keen eye for detail with a passion for excellent and consistent standards

A collaborator

Friendly, open, and honest

Positive and can-do attitude

Calm and able to manage the pressures of event delivery.

Flexibility with working hours (including weekends and evenings)

DESIRABLE PERSONAL ATTRIBUTES

Driving license holder

Experience of working in the Arts, Heritage, and Culture sector

What we're offering

TERMS OF EMPLOYMENT

Contract:	Permanent, Full time
Hours of work:	37.5 hrs a week, over 7 days. Post includes weekend & evening work as required.
Salary:	Range £29-£30K dependent on experience
Holidays:	33 days pa, including bank/public holidays rising to a maximum of 38 days. The leave year runs from 1st April to 31st March
Probationary Period:	6 months
Notice Period:	1 week during the probationary period
Place of Work:	Yorkshire Sculpture Park, West Bretton, Wakefield, WF1 1LG
Benefits:	Free parking Staff discount in the shop and catering outlets Free entry to YSP out of working hours Meal allowance whilst on duty Employee assistance program

Full employment terms will be included within the contract of employment.

How to apply

Please complete the following forms;

YSP Application Form (including a personal statement to show your suitability for the role)

Equal Opportunities Form

Please forward them to recruitment@ysp.org.uk

Closing date for all applications is 12:00pm 16th August 2024.