

MathsCity Centre and Public Relations Manager

VISION OF MATHSCITY

MathsCity has been operational since 2021 and is a fun hands-on math's experience in Leeds with interactive activities, exhibits and puzzles suitable for all ages.

MathsCity is an exciting visitor attraction in its own right but our bigger vision is to develop a full scale National Maths Discovery Centre. MathsCity is our opportunity to gain the experience we need of setting up and managing a maths discovery center: to trial ideas, to develop excellent scalable processes, and build a solid business case, to work with key partners, and to showcase to funders and other key stakeholders our vision, and our ability to successfully achieve this.

PURPOSE OF THE ROLE

Responsible for all aspects of the operational running of MathsCity including leading the team, improving and implementing scalable processes, developing and implementing initiatives to grow visitor numbers, maximise income generation, and achieve our weekly sales targets within the resources available.

KEY DETAILS

- This role will be a fixed term contract for 1 year.
- Location: MathsCity, Leeds (this job requires the postholder to work from MathsCity)
- Hours: 9:30 am – 5:30 pm with 30 min lunch break
- Working Pattern: 3 - 4 days per week, between Tuesday and Sunday
- Salary: £35,000 - £41,000 per year pro rata, dependent on experience
- Holidays: Pro rata of 20 days holiday + bank holidays
- Start Date: 1st October 2023 (may be negotiable)

DUTIES AND RESPONSIBILITIES

People

- Leading Team – Effective leadership of the MathsCity team, including motivating the team, and creating a positive team culture that values each other and our visitors.
- Managing Team - Effective management of the MathsCity team. Including proactive and effective line management of staff, regular short 1:1s, providing timely feedback, following up on development points raised and annual appraisals.
- Training – work with the CEO to recruit new staff where needed. Inducting new staff, and ensure the team are fully trained and confident in key areas such as sales, customer experience, knowledge of the exhibits, as well as operational processes and procedures.
- Volunteers - Recruit, induct, train and retain volunteers, and ensure they are managed well and feel valued.
- Staff Rota - Create and manage rotas, keeping staffing within the levels set. The Manager ultimately has to cover where required, including on weekends and school holidays. (Weekends are MathsCity's busy time and it is the manager's role to ensure there is an experienced key holder working on each day of the weekend.) Reporting staffing hours each month, tracking and managing staff holiday allowances, ensuring cover is found where staff are absent, and making effective use of volunteers.

Facilities & Operations

- Operations – effective management of day-to-day operations, including ensuring that operational processes that are in place at MathsCity are followed and that all statutory regulations and license requirements are adhered to, as well as working with the CEO to improve and streamline processes.
- Cleaning & Maintenance - ensuring MathsCity is kept clean at all times and that exhibits are in good working order, with broken exhibits taken out of service and fixed / reported in a timely way.
- Health & Safety – responsible for health & safety, for ensuring policies and procedures are followed and working with the CEO to ensure that all necessary risk assessments are in place and that these are regularly reviewed and updated.
- Security – responsible for security, and ensuring processes are followed to prevent damage to exhibits, theft of cash / stock / exhibits, and ensure the safety of staff, volunteers and visitors.
- Incident management - responsible for the management and reporting of incidents in a timely way.
- Safeguarding – responsible for safeguarding, responding to safeguarding incidents and reporting and escalating these correctly.

Visitor Experience

- Visitor experience – maintain an excellent positive visitor experience through excellent staff training, excellent processes, good customer awareness, regular checks of exhibits and areas, resolving customer complaints, evaluating feedback and making changes where required.
- Events & Visits – work with the CEO to forward plan, advertise and deliver the MathsCity programme of activities and special events. Host funder and key stakeholder visits.
- Visitor Follow up – work with the CEO to make effective use of the data captured within our ticket and till system in order to gain visitor feedback and to increase the number of visitors reviewing MathCity on Google, Trip Advisor, Facebook and other key platforms.

Finances & Commercial

- Financial Management – responsible for MathsCity profit and loss including reviewing weekly sales figures and addressing any issues, and for delivering the budget set out by the trustees.
- Increasing Sales - responsible for growing visitor numbers and increasing sales, by identifying and implementing effective initiatives and marketing that maximises income generation, and achieve monthly sales targets, within the resources available.
- Visitor Details - ensuring that gift aid / customer details are captured whenever possible when making sales, in order to maximize the number of Gift Aid income, to better understand customer trends and to enable a successful remarketing strategy to be implemented.
- Marketing and Remarketing – work with the CEO to promote MathsCity digitally, including responsibility for managing social media accounts, create effective marketing campaigns and make effective use of the data captured within our ticket and till system to develop and deliver effective re-marketing campaigns.
- Cash & Inventory - ensure that a weekly till check and monthly stock check are carried out, and

discrepancies reported.

Other - any other duties and responsibilities appropriate to the post.

PERSON SPECIFICATION

Experience & knowledge

- Experience of day-to-day operational management of small visitor attraction, museum or similar, including giving tours and presentations and delivering an excellent customer experience (desirable).
- A team player with the ability to demonstrate tact and diplomacy with volunteers, trustees and stakeholders (required).
- Experience of managing budgets, of retail, of cash handling, and of delivering against commercial targets (required).
- Experience of assessing risk, implementing and taking responsibility for compliance issues and regulations - including fire control, health & safety audit, first aid and emergency evacuation procedures (desirable).
- Knowledge and enthusiasm for mathematics and the MathsCity Vision (required).
- Experience of marketing, social media and creating design content (desirable).

Skills & Abilities

- Ability to build, lead and motivate a team, as well as part of a team and in partnership. As a team player, have the ability to act with tact, understanding and diplomacy with volunteers, trustees and stakeholders (required).
- Highly organised with the ability to plan effectively, be reliable and punctual (required).
- Ability to respond calmly and work under pressure, including confidence to make decisions and deal immediately with operational challenges and issues (required).
- Excellent communication skills including IT, presentation, and written skills. Self confidence in dealing with people of all ages and all abilities (required).
- Enthusiasm for maths, for education, and for our vision to excite people of all ability, ages and backgrounds about maths (required).
- Ability to work weekends, and work flexibly for special events (required).
- Ability to work in alignment with the values of MathsCity (required).

Education & Qualifications

- GCSE grade C and above in English Language and maths (required).
- Post 16 qualification in mathematics (desirable).

APPLICATION PROCESS

To apply for the role, please send an up-to-date CV and cover letter that outlines your knowledge and experience as well as skills and abilities to fulfil this role to admin@mathsworlduk.com

The closing date for applications is 5pm on Friday 1st September.
Interviews are likely to be held via zoom on one of 7th, 15th or 19th September.