

Job title	Tours Manager
Reports to	Commercial Director

Job Purpose

The Tours Manager is responsible for the commercial performance, operational delivery and strategic development of Eton College's visitor tours programme and associated retail activity. This is a revenue-generating leadership role focused on growing a premium visitor offer aligned with the Eton brand, driving visitor numbers and yield, and delivering an exceptional, consistently high-quality customer experience.

The role combines strong operational leadership with commercial acumen, marketing collaboration and retail management. The postholder will set and enforce customer service and performance standards, lead a flexible casual workforce, manage ticketing systems and supplier relationships, and identify opportunities to expand and enhance the visitor proposition. The role plays a key part in establishing a redefined visitor offer, shaping new visitor products and ensuring successful launch and ongoing commercial success.

Key Responsibilities***Commercial performance and growth***

- Own the commercial performance of tours and associated retail, driving revenue, profitability and visitor growth;
- Identify and seize opportunities to develop new tours, experiences and commercial products;
- Contribute to pricing strategies, revenue targets and growth planning;
- Monitor sales, conversion, visitor trends and commercial KPIs, acting to optimise performance;
- Support the development of premium visitor experiences aligned with Eton's brand and audience;

Visitor operations and experience leadership

- Lead the day-to-day delivery of tours to a consistently high operational and presentation standard;
- Establish and uphold clear customer service, presentation and behavioural standards across all visitor-facing activity;
- Set operational KPIs and performance expectations for staff and monitor delivery against them;
- Act as senior operational lead during visitor activity, managing logistics and resolving issues;
- Maintain and evolve operating procedures, risk assessments and health and safety standards;
- Coordinate with internal stakeholders to ensure smooth operational planning and safeguarding compliance;

Retail management and commercial merchandising

- Build the visitor retail operation, ensuring a premium retail experience aligned with brand positioning

Last Updated: May 2026

This role profile highlights the key tasks and responsibilities of the role, it is not designed to be an exhaustive list of duties. Roles naturally change and develop over time and it is expected that incumbents will perform tasks which are not included within their role profiles.

- Drive retail revenue through effective merchandising, product selection and staff training;
- Work with the Commercial team on product development, seasonal ranges and premium gifting opportunities;
- Oversee stock management, pricing, cash handling and retail reporting;
- Identify opportunities to improve average transaction value and visitor spend;

Marketing, promotion and audience development

- Partner with marketing colleagues to promote tours, special experiences and retail initiatives;
- Provide operational insight and content support for campaigns and promotional activity;
- Identify audience development opportunities, partnerships and targeted promotional initiatives;
- Monitor market trends and visitor feedback to inform future product and campaign development;
- Ensure visitor communications and booking journeys reflect a premium, well-managed experience;

Ticketing systems and supplier management

- Manage relationships with ticketing software providers and booking platforms;
- Oversee ticketing operations including online sales, group bookings and visitor communications;
- Produce accurate operational and commercial reporting;
- Contribute to system improvements and future ticketing developments;

Team leadership and people management

- Recruit, train and lead a high-performing team of casual and part-time staff;
- Create structured training programmes focused on customer experience, sales awareness and brand presentation;
- Set performance expectations and provide regular coaching and feedback;
- Build a professional, engaged and commercially aware team culture;
- Ensure appropriate staffing levels aligned to demand and revenue opportunities;

Commercial development and new visitor offer

- Play a central operational role in launching new visitor experiences and commercial initiatives;
- Support pilot programmes, new formats and enhanced tour concepts;
- Contribute to continuous improvement and innovation within the visitor proposition;

General

- Represent Eton College with professionalism and discretion at all times;
- Ensure compliance with safeguarding, security and health and safety requirements;
- Undertake other duties consistent with the seniority and commercial nature of the role;
- Develop a good understanding of safeguarding procedures, given all positions at Eton are classed as 'regulated activity';
- Demonstrate a commitment to safeguarding and promoting the welfare of children. This includes but is not limited to completing safeguarding training as required, complying with all safeguarding procedures and ensuring any safeguarding updates issued by the College are read and understood;
- Understand and comply with procedures and legislation relating to confidentiality;

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- Display a commitment to and promotion of equality, diversity and inclusion.

Skills and Competencies Required

To be successful in this role, you will need:

Essential experience, skills and attributes

- Experience working within a visitor attraction, heritage site, cultural institution or comparable commercial visitor environment;
- Strong operational leadership experience in a visitor-facing setting;
- Proven experience managing a front-line service;
- Experience working with ticketing or booking software suppliers;
- Demonstrable success maintaining high customer service standards;
- Experience contributing to commercial performance, revenue generation or visitor growth;
- Strong commercial mindset with an understanding of revenue drivers and visitor behaviour;
- Ability to set and enforce service and performance standards;
- Confident operational leader with excellent organisational skills;
- Strong stakeholder and relationship management capability;
- High personal presentation and attention to detail;
- Excellent communication and team leadership skills;
- Ability to remain calm and decisive in a live operational environment.

Desirable experience

- Experience launching or significantly developing a new visitor attraction, experience or public programme;
- Retail or merchandising experience within a visitor attraction or premium retail setting;
- Experience contributing to marketing or promotional campaigns.

You may enjoy this role if:

- You are commercially driven and result orientated;
- You are confident, proactive and enjoy working autonomously;
- You're a great communicator and you enjoy engaging with a variety of different people;
- You can be sensitive to operating within a school environment with multiple stakeholders.

Working Pattern

- Full time, Permanent contract;
- 40 hours per week, 52 weeks per year;
- Monday – Friday 9am – 5pm;

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- Due to the nature of the anticipated tours programme, regular weekend and evening work will be required, any time worked over your contracted hours would be given back as time of in lieu.

Disclosure Checks

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.