

# Visitor Services Assistant

## Job scope:

To work alongside the Visitor Services team of both staff and volunteers giving a welcoming and enjoyable experience to our visitors. Your role will be to work alongside staff and volunteers with the day-to-day running of the museum and to work with the Head of Visitor Services, Chief Executive and Curator to support the ongoing development of the museum and the charity.

## Job Role:

To work under the direction of the Head of Visitor Services, to coordinate our visitor facilities including front of house, coffee shop, gift shop, education and group visits as well as daily staffing and workloads. To be customer-focused and pro-active in welcoming and advising our visitors and ensuring they have an enjoyable and safe visit. Utilise exceptional selling skills to promote and maximise sales of merchandise, tickets and membership. Working as a team with both staff and volunteers, other museum departments and contractors, to ensure the Museum's mission, vision and values are cohesively delivered through the visitor experience.

## Application information:

Applications open from Friday 9 July and close on Friday 23 July at 12:00 noon.

Interviews held on Thursday 29, Friday 30 and Saturday 31 July.

## Employment period, hours and pay:

21 week fixed term contract, with the potential to expand and extend with additional weekday and evening hours available throughout the contract period with an hourly pay of £9.50.

Every Saturday and Sunday from 09:30 – 16:30 from Saturday 7 August 2021. Two training days prior to this will be held on Thursday 5 and Friday 6 August 10:00 – 17:00.

## Job Description:

The Visitor Services Assistant is responsible for:

1. Reception and Ticketing Desk
  - a. Pro-actively welcoming and engaging with all visitors, including groups and SEN, to provide a welcoming and informed experience on entry into the Museum.
  - b. Keeping up-to-date with and promoting knowledge of the collections, current and future exhibitions, events, learning activities, tours, the Museum facilities and partner attractions.

- c. Utilising selling skills to promote and maximise revenue, through actively selling memberships, current and future exhibitions, events, learning activities, tours and corporate hire.
- d. Directing visitors through the museum galleries and exhibitions.
- e. Dealing with daily bookings.
- f. Actively listening to and responding to visitor enquiries and feedback in a professional and courteous manner. Calling on the support of management or other departments when appropriate.
- g. Dealing with visitor feedback forms and encouraging visitors and groups to complete them.
- h. Ensuring the museum and front of house looks well presented at all times; clean and tidy, with well-stocked information leaflets throughout.
- i. Deal with enquires and daily requests via telephone and email.
- j. Undertake general daily cleaning duties.

## 2. Retail

- a. Achieving and managing sales and key performance indicators, including average transaction value and spend per visitor, through pro-active engagement with customers; demonstrating excellent product knowledge, handling objections and upselling.
- b. Maintaining visual merchandising to the highest standards and presenting a strong shop image.
- c. Ensuring stock is correctly priced, barcoded and entered into the systems for accurate managing at point of sale.
- d. Replenishing shop stock in an efficient manner and ensuring best sellers are out in bulk to meet customer demand. Receiving deliveries, completing accurately and ensuring stock is stored securely, as per stock control procedures.
- e. Keeping shop standards to a high level by ensuring daily cleaning is carried out, as per cleaning standards.
- f. Keeping shrinkage to a minimum by adhering to stock control and write-off procedure, dealing with the preparation and inputting of regular stocktakes.

- g. Actively listening to and responding to visitor enquiries and feedback in a professional and courteous manner. Calling on the support of the Head of Visitor Services or other management when appropriate.
- h. Effectively dealing with the museums online shop, including stocking and deliveries.

### 3. Systems and Finance

- a. Ensure NESM's financial, PCI compliance, cash handling and banking procedures are strictly adhered to in relation to audit and security purposes.
- b. Maintaining accuracy of the ticketing system by ensuring information is scanned or keyed in correctly when processing transactions.
- c. Actively promoting and processing membership and other partner attractions.
- d. Promoting, packaging and processing of all mail order and on-line purchases.
- e. Ensure all tills are cashed up, checked, faults reported and prepared for the following day.

### 4. Internal Relationships

- a. Develop and maintain effective internal relationships with all museum departments, working closely with key staff and volunteers to facilitate the operation of the Museum.
- b. To support other museum departments/teams, such as our learning team by welcoming in and engaging with groups, which may include events attendees, birthday party groups and school groups.
- c. Being present throughout events, to ensure our visitors have an enjoyable, safe and secure experience.
- d. Ensuring the smooth running of all visitor services by following instructions given by the Head of Visitor Services, Chief Executive and Curator and working together, as a team, across all areas including actively supporting our volunteer programme.
- e. Maintain effective lines of communication with management, promptly reporting back on anything which may affect the smooth running of operations and delivery of excellent customer service.

## 5. Health & Safety and Security

- a. Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines, including Health & Safety and Safeguarding policies, and ensuring the safety and welfare of visitors, staff, volunteers and contractors at all times.
- b. Conducting daily health & safety and security checks of the museum. Promptly communicating any issues or concerns to the relevant person.
- c. Adhering to fire evacuation procedures. Pro-actively implementing and ensuring all visitors are evacuated safely.
- d. Responding to any first aid incidents, promptly alerting a first-aider and following accident reporting procedures.

## 6. In addition, the post holder is required to:

- a. Act in every way so as to preserve the museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- b. Ensure that the museum's accounting and financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- c. To promote efficient and cost-effective methods of working. To play a full part in the generation of income and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources.
- d. Carry out their duties in accordance with Equal Opportunities.
- e. Travel to and operate from all museum locations and sites where the collection or parts of the collection are held, or carried on, as and when necessary. UK and some foreign travel may be required. The post holder may be required to work off-site including at partner museums.
- f. The post holder must cooperate fully with the management in pursuance of the museum's aims, as set out, and to enhance the museum's standing and reputation through its contact with the public and the media. This will include membership of various development and other teams set up from time to time and reporting to the Chief Executive.

7. The post holder will wear official NESM uniform, which will be issued on commencement. Uniform will be exchanged when required. The visitor services team are generally the first persons that the public see when visiting the Museum, therefore dress and personal presentation must always be of the highest standard.
  
8. The post holder will be required to attend and actively participate in training sessions, to ensure up to date knowledge of the job role and its requirements. This training may involve travelling off-site.
  
9. The post holder is required to have knowledge and experience in the visitor attraction / museum sector and must understand the operational differences that museum's face to other businesses and charities.
  
10. The appointment may be subject to a DBS Check.
  
11. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the museum. This job description may be reviewed and updated at any time within reason.