

Job Description

Job Title	Visitor Experience Manager
Department	Visitor Experience
Reporting to	Head of Commercial Operations
Hours	Full-time: 35 hours (5 days)
Contract	Permanent

Summary

The Visitor Experience Manager is responsible for managing and delivering an outstanding visitor experience. You will inspire staff and volunteers in establishing high quality standards in visitor experience, audience engagement, operational management, and commerciality.

You will lead the Visitor Experience team, paid and volunteers, to deliver the day-to-day operations, including effective delivery of site duty management, excellent building presentation standards, visitor flow, visitor assistance, identifying visitor needs, welcome and wayfinding, access and health and safety. You will also assist with the delivery of our ongoing programme of activities and events.

You will be proactive in maximising volunteer involvement across all areas of the visitor experience, ensuring they feel fully integrated into the team, supported and appreciated.

The Visitor Experience Manager is responsible for visitor facing risk assessments, evacuation planning, gallery invigilation cover and ensuring our Health and Safety policy and procedures are adhered to throughout by the Visitor Experience team.

Job role:

Key Responsibilities:

- Develop and implement the Museum's visitor experience strategy to ensure an outstanding visitor experience is delivered throughout the visitor journey.
- Lead the Visitor Experience team, paid and volunteers, to deliver the day-to-day operations, including effective delivery of site duty management, building presentation standards, visitor flow, visitor assistance, identifying visitor needs, welcome and wayfinding, access and health and safety.

- Strive to develop excellence and improvements in visitor experience, and to act as the Visitor Champion; continually looking for ways to enhance the visitor experience.

Visitor Experience:

- Help to set the strategic direction of visitor experience across the Museum, including high standards of presentation and visitor engagement to deliver a consistently warm welcome and the best possible visitor experience to a wide range of audiences.
- Respond to a diverse range of enquiries and comments and implement improvements to the visitor experience based on feedback and evaluation we receive from our visitors, volunteers and colleagues.
- Day-to-day operational responsibility for the visitor experience throughout the Museum, working closely with the Retail Manager and Café Manager, providing support as and when required.
- Enhance the core offer by assisting with the implementation of gallery talks and/or object handling sessions, which can be delivered by our volunteer team.
- Attend quarterly Equality and Diversity Meetings, highlighting any concerns and issues raised by the VE team with regards to access, presentation, and interpretation.
- Facilitate and support any accessibility initiatives which will enhance the visitor experience.

Leadership and Management:

- Provide the effective leadership and motivation of the Visitor Experience staff team to ensure maximum performance, including recruitment, induction, training, behaviour, standards, performance management, appraisal, and personal development.
- Ensure the Visitor Experience team is staffed through effective, accurate and efficient roster management within budget constraints.
- Schedule and update the staff rostering system (RotaCloud), authorise holiday requests, arrange sickness cover, monitor, and report absences.

Volunteer Management:

- Be proactive in maximising volunteer involvement, ensuring they feel fully integrated into the team, supported and appreciated.
- Ensure adequate volunteer gallery invigilation cover is maintained by the Visitor Experience team, providing support as and when required.
- Working with the Head of Human Resources and/or Volunteer Coordinator to monitor and resolve any volunteer concerns and issues for the VE volunteer team.
- Develop and maintain effective communication with the VE volunteer team.

Visitor Environment:

- Responsible for the Museum evacuation plan, updating and reviewing on a regular basis, communicating any changes to all staff and volunteers.
- Responsible for the Emergency Response Plan, updating and reviewing on a regular basis.

- Ensure quarterly evacuation training is carried out for all staff and volunteers and correctly documented, addressing any feedback and issues in a timely manner.
- Coordinate any emergency evacuation of the Museum and provide support to the VE team in the event of an emergency.
- Liaise with external contractors for cleaning, clinical wastes, and window cleaning, to ensure that issues are resolved promptly, and a safe, clean environment is always maintained throughout the Museum.

Health and Safety:

- Working closely with the Head of Commercial Operations and our external Health & Safety Consultant, ensure the safety of our visitors, staff, volunteers, and contractors and that all public areas are safe and presentable.
- Take day-to-day responsibility for ensuring the actions of you and your team are safe, secure and compliant with all relevant legislation and the Museum policies.
- Ensure all operational Health and Safety procedures and processes are continually reviewed, communicated, and adhered to by the team.
- Maintain knowledge in Health & Safety legislation relevant to operational planning and prioritise the sharing of knowledge and relevant training with the team.
- Ensure visitor facing risk assessments are reviewed and updated on a regular basis; initiating any new risk assessments as and when required.
- Ensure all Health & Safety incidents are dealt with promptly, and that incident reporting procedures are implemented.
- Ensure the accident and incident log are completed in a timely manner, ensuring that any RIDDOR reporting is carried out when required.
- Administer first aid to visitors, staff, and volunteers; or provide support in first aid incidents if required.

Operations:

- Ensure the EPOS ticketing system is running smoothly and efficiently, assisting with the internal and online administration of this system; consulting with the IT contractor when required to solve any issues.
- Update products and discounts on the admission tills, ensuring the VE team are trained and kept up to date with any changes.
- Ensure that interactives and exhibits in the galleries are working, highlighting any issues to the Head of Commercial Operations, the appropriate department, or with the IT contractor.
- Working with Head of Commercial Operations and Head of Marketing, review and update internal and external directional and informational signage.
- Oversee the effective management and administration of the Museum car park consulting with the car park contractor to resolve car parking issues in a timely and effective manner.
- Support the VE team with the delivery and setting up of events and our programme, such as theatre shows during holiday periods.

The above list is not exclusive or exhaustive and the job holder may be required to undertake other duties as may reasonably be required.

Competencies

Essential

- Experience in a visitor-facing role at management level in a similar/comparable environment
- A passion for exceeding visitor expectations and a willingness to go the extra mile
- Experience of leading, motivating and developing staff, including recruitment, training, and performance management
- Experience of managing a fluctuating and diverse workload and the ability to successfully prioritise and coordinate own and team outputs
- Excellent team player; flexible approach to working in a team
- Experience of managing systems, staffing levels and rostering software
- Understanding of EPOS systems for use in admissions, ticketing, retail, and catering
- Practical working knowledge of Health & Safety legislation, including risk assessments, and its implementation in a visitor focussed environment
- Delivery of emergency procedures whilst remaining calm and confident under pressure in emergency situations
- Highly competent communicator; excellent written and verbal communication skills
- Excellent interpersonal skills: ability to work and communicate effectively with a range of people, staff, volunteers, and visitors
- Proactive and positive attitude with a can-do approach
- Proficient in Microsoft office software
- Values equality and diversity and takes appropriate action
- The ability to work unsociable hours, including weekends, evenings, and public holidays

Desirable

- First Aid Qualification (training can be provided)
- Previous experience of evacuation planning, visitor communications (signage) and emergency planning
- Experience of working with/supervising a team of volunteers
- Working knowledge of volunteering principles and practice

Additional information:

- Working hours are 35 hours per week worked over five days, Monday-Sunday, with two rostered rest days each week.
- This role may be subject to DBS clearance and be a qualified safeguarding officer (training will be provided).
- Weekend working will be required and occasional evenings to lock and secure the Museum to support events such as lectures and private functions.
- Periods of frontline service delivery to maintain experience of the operation and contact with our visitors, leading from the floor.