

Job description

Job title:	Visitor Experience Team Member		
Department:	Visitor Experience and Commercial	Contract:	Fixed term until 30 th June 2025
Reporting To:	Assistant Visitor Experience Manager	Hours per week:	Varied

1. Job purpose

To assist with the security of the buildings, grounds, collections, staff and equipment.
To work in all aspects of the operation including admissions, guiding, interaction, leading general/bespoke tours of the collection or exhibitions and retail.

2. Dimensions

To provide a welcoming, friendly and informative environment for 80,000 – 300,000 visitors per annum ensuring that their experience of the exhibitions, events and facilities run by York Museums Trust is positive, rewarding, memorable and safe.
To work towards and achieve agreed departmental financial targets (i.e. Gift Aid, visitor surveys)
Work alongside all other departments within the Visitor Experience team and across the whole Trust.

3. Principal accountabilities

Operations

- To deliver excellent customer service and the best quality visitor experience
- To be responsible for visitors' security and safety
- To take part in the day-to-day activities of York Museums Trust
- To work with colleagues from visitor experience teams providing a quality visitor experience
- To act as an advocate for staff and visitors with special needs and cultural diversity.
- To work with broader teams from within the Trust – i.e., learning, collections, marketing, and volunteers
- To be an advocate for staff, visitors and YMT as an organisation
- To welcome and direct learning groups
- To assist in day-to-day operational requirements such as setting up rooms and equipment
- To understand security issues and ensure the appropriate security of the buildings, grounds, collections, staff and equipment
- To be vigilant to the activities of those using the buildings and services
- To attend daily briefings and meetings relevant to post.

Visitor Experience

- To engage with visitors, answering queries relating to their visit, the collection, or the city region, maintaining an up-to-date knowledge of YMT and city-wide activities
- Where required, to have costumed presence on the galleries and provide informed dialogue and interaction with visitors
- To engage with all visitors in conversation

- To carry a radio and respond appropriately to messages and requests
- To maintain tidiness of areas and walkways liaising with cleaners as required
- To provide entertaining tours or talks around the museum.

H&S and Security

- To take an active role in evacuating the galleries and building in an emergency situation or where appropriate instigate a run, hide, tell evacuation
- To ensure the appropriate security of collections, displays and equipment
- To respond to security alarms - collections, fire, panic etc.
- To provide a supporting function in emergencies.

Admissions and Retail

- To process group bookings through the till
- To provide a retail customer service, recommending suitable products and achieving add-on sales
- To operate cash registers and other admissions/retail equipment relevant to the job
- To ensure audited control of cash income, ensuring that cashing up duties are performed accurately and on time
- To promote and record Gift Aid
- Accurately process deliveries, and carry out stock monitoring and replenishment on the sales floor and in the stock rooms.

Other duties

- To work regular weekends and public holidays as well as some evenings on a rolling rota basis
- To work at any other Trust sites as required
- To maintain a knowledge of emergency procedures
- To complete timesheets accurately and on time
- To complete other relevant paperwork as required - e.g., incident reports
- To assist with visual merchandising and display for retail operations as required
- To attend and undertake training as required
- Promote and develop equality and diversity in line with YMT Equality Statement.
- Other duties may be required from time to time which are consistent with the grading of this post.

4. Key performance measures

Mystery Visits (Visit England) – achieve accreditation and consistent high standards
Visitor Feedback i.e., Trip Advisor, comments cards, social media
Gift Aid
Surveys
Guidebook sales.

5. Knowledge, skills, experience and behaviours

Knowledge

- An understanding of security considerations for buildings open to the public
- Health and safety awareness
- A proven willingness and ability to continually learn and update knowledge.
- Knowledge and an interest in history and/or art

- Knowledge of sales and Gift Aid.

Skills

- Customer service skills – excellent communication & influencing skills, positive Visitor First approach to both sales and visitor experience, understanding the benefit of excellent customer service to YMT as a charity. Visitor First approach in all areas
- YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:
 - Digital recording – e.g. photography, sound, video
 - Social networking – e.g. twitter, Facebook
- Communication & interpersonal skills - Ability to communicate with a diverse range of visitors in a friendly, effective and helpful manner, and the ability to consider the needs of disabled and overseas visitors
- Ability to ensure visitors adhere to health and safety guidance, whilst ensuring they feel comfortable and enjoy their visit.

Experience

- Experience of working in Customer Service and with members of the public
- Experience of using retail and/or YMT admissions equipment including POS and booking systems as well as a strong awareness of the admissions process
- Commitment to equality and diversity and an understanding of how this commitment applies to this role
- Experience of delivering or an ability to deliver tours and talks or an experience of public speaking within YMT or other visitor facing organisations
- Experience of learning scripts and delivering talks/tours based upon those scripts or ability to do so
- Experience of working in museums or other heritage organisations
- Experience in delivering first aid and ensuring public safety.

Behaviours

- Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role
- Demonstrates Cultural awareness.

ENTHUSIASTIC

A genuine passion for your role & what you do

- Positive attitude and energy to make things happen
- A desire to exceed expectations
- Bold approach to making things happen
- Consistently demonstrates enthusiasm and passion.

ENGAGING

Brings a personal touch to every visitor's experience

- Genuine interest in other people
- Builds rapport and forms relationships
- Listens and responds accordingly
- Warm, approachable.

EXPERT

Be the best at what you do

- Looks to continuously improve knowledge and work performance
- Seeks to develop capability in job role
- Works in co-operation with others to achieve goals
- Delivers against objectives.

EMPATHIC

Shows sensitivity and understanding to visitors/colleagues

York Museums Trust

- Seeks to understand other people's needs and views
- Demonstrate care and consideration for other's feelings
- Considers the needs of others whilst pursuing own objectives.

ENABLING

Helps visitors, colleagues and team achieve their goals

- Takes ownership for responding to visitor needs
- Seeks to improve visitor experiences
- Finds solutions to issues in an urgent fashion
- Shares information and experience helping others to make the right decision.

6. Key relationships

Assistant Visitor Experience Managers

Head of Visitor Experience and Commercial

Health and Safety Advisor

Individual Giving Assistant

Venue Hire Team

Estate, Buildings and Infrastructure Manager

Learning Team

Volunteers Team

Curatorial Team

Internal and external contractors and technician staff