



Visitor Experience Manager

We are looking to recruit 1 Visitor Experience Manager

In 2017, The Postal Museum opened a new heritage attraction in Central London, with two experiences in one. Alongside the story of British social and communications history, we offer a subterranean ride on the old Post Office Underground Railway – Mail Rail. This new museum and attraction enables us to showcase the extraordinary stories from five centuries of one of the country's most iconic services, grow our educational charity work and fundamentally change the way the organisation engages with its audiences. The Postal Museum has welcomed over 180,000 visitors in its first year and represents a significant addition to London's cultural landscape.

Based: Central London

Salary: £28,000 (raising to £28,560 after probation)

Responsible for: Visitor Operations Team: Team Leaders, Drivers, and Hosts

Contract: Fixed term to July 2019

Start date: Early January 2018

PURPOSE OF THE JOB

As a Visitor Experience Manager (VEM) you will fulfil an important role as a member of the Operations team working with the Senior Visitor Experience Manager (SVEM) to deliver a world class visitor experience and to maximise visitor enjoyment by maintaining excellent customer service levels.

Having been open for a year, there are still a lot of exciting opportunities to shape the Visitor Experience team with new hosts will be starting end of November 2018 and new drivers in December 2018. There are also some procedures, targets and operations that still need to be refined so this will be a demanding and exciting role which will be an excellent career opportunity for the right individual.

The post holder will be expected to deliver operational and emergency planning and development of customer services standards with the support of the SVEM. Where needed the post holder will lead on the recruitment and training of the Visitor Experience teams developing and implementing a comprehensive induction and training plan alongside the two other VEMs.

You will also need to have effective working relationships with other departments to ensure the museum's service standards and commercial targets are achieved.

As a Duty Manager you will hold responsibility for the opening & closing of the museum, the safety of our visitors and the running of the daily operations. You will also have a key part in enthusing the team to drive income generation and developing income streams with a commercial focus, whilst making the most efficient use of museum resources. You will also be responsible for maintaining standards around excellent customer service.

As a VEM, you will have direct line management of Team Leaders, Drivers and Hosts working across operational functions including visitor experience, retail, admissions and the Mail Rail across both sites. Setting clear directions and priorities, and providing effective management and leadership to direct reports in a fast-paced environment, is therefore crucial.

JOB DESCRIPTION

Key Responsibilities and Duties

OPERATING THE POSTAL MUSEUM

Visitor Experience and Operations

- Support the SVEM with the delivery of operational and emergency planning.
- Effective direction and motivation of a high performing and proactive front of house team.
- Ensure the Museum is adequately staffed at all times through effective and efficient roster management.
- Ensure the efficient use of museum resources and operational budgets.
- Duty Management; lead the front of house team in the safe, secure and engaging operation of the site maintaining high standards at all times.
- Monitor all service level agreements essential to the successful visitor operation of TPM.
- Ensure operational excellence by initiating and maintaining policies, procedures and administration relevant to the department's purpose.
- Maintain knowledge in Health & Safety legislation relevant to operational planning and prioritise the sharing of knowledge and relevant training with the team.
- Manage the required staffing and operational details for successful events delivery.

Visitor Engagement and Galleries

- Ensure the delivery of a market leading visitor experience.
- Contribute to the delivery of Visitor Engagement and Gallery Standards; maintaining quality and developing the visitor offer.
- Develop and maintain content knowledge in the Front of House team through various forms of engagement.
- Support SVEM in developing and evolving formal customer service and engagement standards, reporting performance against these on a regular basis.

Mail Rail

- Contribute to the delivery of Mail Rail operations.
- Manage Mail Rail operations; ensuring necessary due diligence and maintenance procedures are adhered to safe working practices are maintained.
- Ensuring all procedures relating to the health & safety of staff and visitors are implemented and followed to the highest standard

Staff Management

- Lead on recruitment and training programmes ensuring Visitor Experience (VE) team members have both the knowledge and skills to engage visitors.
- Inspire, develop, performance manage, coach and mentor a large and diverse team.
- Delivery of regular performance and development reviews ensuring consistency of approach.
- Manage absence, discipline, grievance and performance issues in-line with TPM policies and procedures.
- Effectively communicate departmental and organisational plans and objectives to all team members.

Financial and Commercial Management

- Drive income generation through setting sales targets and fostering commercial awareness throughout the VE team.
- Ensure an upselling culture exists within the VE team in relation to admissions, gift aid, donations and retail.
- Effectively manage working relationships with our external suppliers.
- Contribute to the operational delivery of the Admissions and Retail system.
- Develop and maintain product knowledge in all commercial areas.
- Manage the Admissions system; working collaboratively with the Retail team to support the Retail aspects of the system.

Other Activities

- Work with and build relationships with relevant teams.
- Keep informed of best practice in customer service and visitor experience.
- Project manage new products, initiatives and events.
- Any further operational requirement & ad hoc duties that may become relevant.

NB This job description reflects the requirements of The Postal Museum as of November 2018. This job description should not be taken as an exhaustive description of the role, and is rather indicative of the types of responsibility covered by this job. The Museum reserves the rights to make reasonable changes as are necessary commensurate with the nature of the post held.

PERSON SPECIFICATION

TOP ESSENTIAL CRITERIA

If you cannot provide evidence that you fully meet these criteria, your application will not be put forward for further shortlisting against the other criteria in the Further Essential & Desirable Criteria.

- Proven experience in a customer-facing role at management or supervisory level in a similar/comparable environment including creation of rosters.
- Experience of effectively leading, motivating and developing staff and/or Volunteers including recruitment, induction, training and performance management.
- Experience of successful income generation through setting/achieving income targets for a customer service focussed team.
- Ability to communicate effectively both verbally and in writing, in order to build positive and successful working relationships, resolve conflict, and effectively influence and negotiate.

FURTHER ESSENTIAL CRITERIA

Experience

- Experience of managing a fluctuating and diverse workload and the ability to successfully prioritise and coordinate own and team outputs.
- Practical working knowledge of Health & Safety legislation and its implementation in a visitor focussed environment.
- Delivery of emergency procedures whilst remaining calm and confident under pressure in emergency situations.

Skills & Knowledge

- Proficient in Microsoft office software, Admissions and POS systems.
- Demonstrable financial understanding, able to produce, analyse and report on financial data and manage resources effectively.

Person

- A passion for exceeding customer expectations and a willingness to go the extra mile
- Flexible, positive attitude and ability to work on own initiative, adaptive to change and determination to succeed.
- Proactive and hands-on approach, ability to be creative, generate new ideas and implementing them to completion whilst identifying opportunities and overcoming obstacles where necessary.

DESIRABLE CRITERIA

- Experience of managing and delivering a train/ride operation.
- Experience of implementing an admissions and ticketing system.
- Experience of developing and managing visitor engagement.
- Experience of managing teams of Volunteers

- Experience of delivering and managing change in a visitor focussed environment.
- First Aid

WORKING CONDITIONS

The post holder is expected to monitor and report on their work as directed by their line manager and adhere to office guidelines on handling, health and safety, lone working, etc., as advised, taking responsibility as appropriate.

Visitor Experience Managers will be expected to work on average five out of seven days including weekends and early/late events per the needs of the business. Working hours and days will be agreed in advance with the line manager and are subject to change as required.

Visitor Experience Managers are expected to wear business dress at all times along with a name badge and security pass.

Responsibility for public safety is central to this role. Applicants should be willing to undergo an accredited training course for First Aid and other Health & Safety related skills if they are not currently qualified.

This position requires an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

CLOSING DATE: Tuesday, 11th December, 1.00 pm

STAGE ONE - ASSESSMENT DAYS: Friday 14th of December – *CANDIDATES MUST BE AVAILABLE TO ATTEND THIS DATE, OR THEY CANNOT BE CONSIDERED*

STAGE TWO - INTERVIEWS: Monday 17th of December or Tuesday 18th of December