

## VISITOR EXPERIENCE MANAGER

The Postal Museum (TPM) is one of the newest and most exciting museums in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children's play space – Sorted! – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming.

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**Based:** Central London

**Salary:** £29,000 (With a view to increase upon successfully passing probation)

**Hours:** 35 Hours per week

**Contract:** Full-time, Permanent

**Probation Period:** 6-months

**Reports to:** Senior Visitor Experience Manager (SVEM)

**Responsible for:** Team Leaders, Drivers, and Hosts

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## PURPOSE OF THE JOB

As a Visitor Experience Manager (VEM) you will fulfil an important role as a member of the Visitor Experience team working with the SVEM to deliver a world class visitor experience.

Since opening in 2017, TPM is still considered relatively new and there are several opportunities to shape the Visitor Experience team and continue to develop the visitor journey. There are also procedures, targets and operations that need refining, and this provides for an exciting career opportunity for the right individual.

The post holders will be expected to deliver daily operations, assist with planning and development of service standards with the support of the SVEM. The post holders will lead on the recruitment and training of the Visitor Experience teams developing and implementing a comprehensive induction and training plan alongside the other VEM.

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

In the role of 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 be commercially focussed and drive income generation, whilst making the most efficient use of museum resources.

As a VEM, you will have direct line management of Team Leaders, Drivers and Hosts and working across operational functions including visitor experience, retail, admissions, and Mail Rail. Setting clear directions and priorities and providing effective management and leadership to direct reports in a fast-paced environment, is 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 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.
- To open, close the museum safely following all procedures and respecting cashing up procedures
- To manage the team delivering during evening events ensuring safety procedures are respected.
- 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.
- Support in managing 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, especially Tours, & Talks.
- 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.
- As appropriate to assist with updating of MR related paperwork.

##### ***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 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.

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NB This job description reflects the requirements of The Postal Museum as of February 2023. 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.

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## **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**

- 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.

### **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

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## **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 a basic 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.