

JOB DESCRIPTION

Job Title:	Post No:	Grade:
Senior Visitor Experience Officer	26031	HC06
Directorate:	Division/ Department:	Section/ Location:
Community Wellbeing	Herefordshire Museum Service	Hereford
Organisational information:		
Responsible to: Visitor Experience Manager		
Quantifiable measures relating to the post: <i>(eg. number of staff managed, number of patients, size of local population, budget)</i>		
Responsible for: <ul style="list-style-type: none"> • Staff (direct reports): up to 2.5 • Staff (indirect reports): 0 • Volunteers (indirect): 6-10 • Budget: up to £20,000pa • Buildings: 0 		
Key relationships/functional links with: <i>(main relationships with people inside and outside the organisation that the post holder will come into contact with during the course of their work)</i>		
Internal: <ul style="list-style-type: none"> • Collections & Engagement, Operations and Comms colleagues • Other service areas (legal, comms etc.). External: <ul style="list-style-type: none"> • Visitors • Volunteers • Community groups (CICs, charities and volunteer etc.) • Contractors, freelancers and contracted staff. 		
Main Purpose of Job:		
<ul style="list-style-type: none"> • To ensure every visitor is given an outstanding experience by working with the Visitor Experience team to create positive and memorable experiences • To support income generating activities and encourage the Visitor Experience team to promote shop sales, upselling, event tickets and donations • To maintain a secure environment for the collections, colleagues, volunteers and visitors and ensure high standards of presentation at the Hereford Museum and Art Gallery, the Black and White House Museum and Museum Resource and Learning Centre. 		
Main Responsibilities/Accountabilities/Key Result Areas:		
<i>The jobholder will be expected to complete the responsibilities/accountabilities effectively in order to deliver the key objectives of the organisation:</i>		
<ol style="list-style-type: none"> 1. Motivate the Visitor Experience Officers and Assistants to deliver a friendly experience creating a welcoming atmosphere for every visitor so they visit again and bring friends and 		

family.

2. Maximise income generation activities, such as upselling shop products and encouraging visitors to make donations, co-ordinate bookings for events, weddings and hires etc.
3. Ensure the galleries are cleaned to a high standard, security is maintained, and health and safety procedures are followed.
4. Co-ordinate building inspections, annual testing, repairs and maintenance, and keep appropriate records as required.
5. Maintain health and safety documentation including risk assessments and standard operating procedures as required.
6. Recruit, train and supervise visitor experience volunteers.
7. Respond to calls, emails, enquiries, social media comments and requests for information as received or pass them onto relevant colleagues.
8. Act as a website administrators and update the website and social media accounts and ticketing system.
9. Supervise external contractors, trainees, and placement students.
10. Undertake specific duties such as maintenance and repairs, exhibitions installation, organising and/or delivering engagements activities etc.

Job Activities:	Frequency
1. Coordinate Visitor Services Officers and Assistants, rota and organising cover for annual leave, sickness and vacancies.	Daily
2. Make sure buildings are opened and closed in accordance with standard operating procedures	Daily
3. Respond to any issues that staff and volunteers have on a day-to-day basis and make sure there they are supported in the areas they are working in.	Daily
4. Working with colleagues and volunteers to support delivery of events, hires and activities and respond to visitor and volunteer enquiries in person, by phone and email.	Daily
5. To maintain the presentation of the public areas of service buildings ensuring that high standards of security, safety and cleanliness are kept at all times.	Daily
6. Take an active role in welcoming and speaking to visitors, and encouraging them to get the most out of their visit and to make purchases in the shop, upselling and Gift Aid contributions.	Daily
7. Take an active role supporting the retail offer, encouraging sales and donations.	Weekly
8. Making sure inspections by contractors to maintain health, safety and security of the service's buildings are supported and completed.	Weekly
9. Supervise the banking of retail, donations and other income in line with council procedures	Weekly
10. As part of the visitor experience team contribute delivering service objectives and support the museums and galleries leadership team to develop, implement and maintain a quality visitor experience	As required

Other information:

1. The post holder will be required to comply with the organisation's policies and procedures, and to undertake all mandatory training as required.

2. All employees must be able to commit to Herefordshire Council's equality policy and values, treating colleagues and customers with dignity and respect. All forms of bullying and harassment, and the use of inappropriate language, are unacceptable.
3. This Job Description covers the main duties and responsibilities of the job and will be subject to review and amendment, in consultation with the post holder, to meet the changing needs of the organisation.
4. Other activities commensurate with this Job Description may from time to time be undertaken by the post holder.
5. In order to recruit the best people for our organisation, all requests for flexible working arrangements will be considered, and we offer a fully inclusive and accessible recruitment process.
6. The organisation has a no smoking policy. Staff are not permitted to smoke on any of the organisation's premises nor in any vehicle used on organisation business.

Line Manager Name:	Date:
Damian Etheraads	14/07/2023
Date Job Description last reviewed:	
04/09/2023	

Person Specification

Job Title:	Post No:	Grade:
Senior Visitor Experience Officer	26031	HC06
Directorate:	Division/ Department:	Section/ Location:
Community Wellbeing	Herefordshire Museum Service	Hereford

All candidates will be considered on their ability to meet the requirements of the person specification	Requirements	Method of Assessment*
Experience	<ol style="list-style-type: none"> 1. Have significant experience of working with the public. 2. Excellent customer care skills with a keen understanding of the customer's perspective and expectations. 3. Experience of using databases and business software such as Business World, Unit 4 etc. 4. Knowledge of health and safety legislation and its application to the workplace. 	<ol style="list-style-type: none"> 1. AF, I 2. AF 3. AF, I 4. AF, I
Skills and Abilities <i>Including personal attributes. Consider if project management skills are needed.</i>	<ol style="list-style-type: none"> 5. Excellent organisational skills, ability to prioritise tasks and meet deadlines. 6. Good communication skills. 7. Patient and tolerant of and responsive to individual needs. 8. Ability to respond calmly and quickly under pressure. 9. Ability to build a team and develop strong working relationships inside and outside the team to achieve common goals. 10. Good IT skills, including a high level of proficiency with Microsoft Office 365. 11. Enthusiastic, engaging and accessible to visitors. 12. Adaptable. 	<ol style="list-style-type: none"> 5. AF, I 6. I 7. AF, I 8. AF, I 9. AF, I 10. AF 11. AF, I 12. AF, I
Qualifications and Training	<ol style="list-style-type: none"> 13. Have significant relevant work experience as a supervisor/team leader in a visitor-facing role. 14. A good standard of numeracy and literacy, or GCSE (or equivalent) at grades A-C/9-4 in English and Maths 	<ol style="list-style-type: none"> 13. AF, I 14. AF

	Desirable 15. A customer care, first aid and/or health and safety qualification	15. AF
Other Factors <i>Eg. ability to work shifts, physical requirements (with adaptations where appropriate), ability to drive or to travel around the county</i>	16. Commitment to council's ethos of equality and inclusion. 17. Must work weekends and occasional evenings. Desirable 18. An Interest in museum, heritage or culture.	16. AF, I 17. AF, I 18. I

*Method of Assessment: AF = Application Form; I = Interview; P= Presentation

Line Manager Name:	Date:
Damian Etheraads	09/06/2023
Date Job Description last reviewed:	
04/09/2023	