

<b>Job Title:</b>	Casual Visitor Experience Officer	<b>Role Profile Number:</b>	CEN67
<b>Grade/s:</b>	M	<b>Insert Date Prepared:</b>	November 2021
<b>Directorate/Group:</b>	Swindon Museums Service – Economy & Development	<b>Reporting to:</b>	Visitor Experience Manager

**Job Purpose**

Working under the guidance of the Visitor Experience Manager to take day-to-day responsibility for the experience of all visitors (general, educational, corporate and events) to Swindon Museums Service venues (STEAM – Museum of the Great Western Railway, Lydiard House Museum and Swindon Museum & Art Gallery), ensuring that the visit meets their highest expectations. Ensuring that all systems are followed in terms of H&S, security, financial and customer care, and ensuring that all Visitor Experience Team members deliver the same standards of service.

**Key Accountabilities**

- On a day-to-day basis, oversee the efficient and effective operations of Swindon Museums Service facilities, events and activities, including responsibility for day to day management/supervision of Visitor Experience Assistants, Museum Cleaners and volunteers, ensuring that visitors have an inspirational visitor experience and that excellent customer care is provided.
- To work across Swindon Museums Services’ sites as required.
- Working under the direction of the Visitor Experience Manager, assist and facilitate the development of a professional approach to Visitor Experience at Swindon Museums Service venues.
- To develop, support, motivate and manage the Visitor Experience Assistants and Museum Cleaners.
- To provide excellent customer-focused frontline services.
- To work under the direction of the Visitor Experience Manager and with the Retail Officer to achieve shop sales targets across Swindon Museums Service venues, directing the work of the Visitor Experience Assistants as necessary, embedding a sales culture across the Visitor Experience Team.
- To support the Retail Officer in administering the Museums Services’ online retail offer and season ticket

orders.

- To work with the Events and Conferencing Team to deliver events and corporate activities (predominately) at STEAM Museum which exceed customer and client demand and expectation.
- To support the Buildings & Sites Services Officer with the management and oversight of day-to-day planned and reactive maintenance of the Museums Services' buildings, sites, facilities, fixtures and fittings.
- To work with the Lydiard Operations Team to ensure the smooth operation of Lydiard House Museum, including liaising over joint events such as Christmas activities and weddings, to meet customer expectations of Lydiard as a single joined-up venue.
- To provide support for projects across Swindon Museums Service and Heritage & Cultural Services as required, including organising meetings, taking and producing meeting notes, basic research and supplier liaison.
- Work with the Visitor Experience Manager and the Events and Conferencing Officers to ensure adequate numbers of staff and volunteers to cope with the demands and requirements of delivering events and programmes across Swindon Museums Service, including overseeing the set up and set down of events.
- Ensure that all public areas are clean, and well presented at all times. Ensure there is correct signage throughout the museums. Ensure that the Visitor Experience Team as a whole takes a proactive role in maintaining a high-quality public space environment and that staff throughout the museums are aware of the standards and adhere to them.
- To assist the Events and Conferencing Team to understand the timetabling of events to ensure that demand is met, capacity is available and to meet the highest standards of organisational and customer care.
- To assist the Visitor Experience Manager and the Buildings and Sites Services Officer to maintain security and safety of facilities, collections and assets and take all reasonable care of staff and users of facilities in accordance with the Health and Safety at Work Act and as directed by the Visitor Experience Manager, to ensure risk assessments are undertaken of all activities and regularly reviewed.
- To ensure that COSHH is adhered to by the Museum Cleaners, and that appropriate COSHH records are maintained.
- To take day-to-day responsibility for the security of the museums / building and the items housed within them, including having responsibility for opening/closing the museums / buildings.
- To ensure specifications, legal and insurance obligations are adhered to, emergency procedures and first aid provision for Swindon Museums Service venues and where appropriate, ensuring the health, safety and welfare of all participants, staff, volunteers and public, including for externally organised events.
- Responsibility for the management and accountability of cash held at Swindon Museums Service venues. Carry out daily, weekly cash analysis and banking consistent with the Council's Financial Regulations.

- Identify expenditure to assist with budget planning with in the Visitor Experience Team and contribute to a financial commitments system to aid budget monitoring.
- To raise purchase orders and process invoices and credit notes for goods and services related to Swindon Museums Service, including resolving any discrepancies.
- To assist with analysing and evaluating customer feedback across Swindon Museums Service.
- To respond to customer comments as directed.

### **Supplementary Accountabilities**

- To act as Duty Officer as required.
- Work targeted hours undertaking weekend and evening duties and when required work Bank Holidays. Work streams will include corporate hospitality, events and other activities as required by the museums' year-round programme.
- Enable the delivery of talks, tours, interpretation, lifelong learning, family friendly and educational activities, by the Visitor Experience Team, to our visitors, as directed by the Learning & Engagement Team.
- The post holder will be provided with a uniform that must be worn when on duty, you will ensure a high standard of personal presentation, as required.

### **Knowledge & Experience**

- Able to demonstrate good experience of delivering excellent customer service.
- Able to demonstrate experience of supervisory and safety of customer and clients.
- Experience of handling cash with ability to demonstrate knowledge of end of day reconciliation procedures.
- Able to demonstrate an understanding of events and corporate client experience.
- Able to demonstrate good experience of use of security, fire, CCTV and building management systems.
- Able to demonstrate excellent understanding of health and safety and risk management.
- Sales experience, including a working knowledge of EPOS systems (eg Merac).
- Able to demonstrate good IT/PC skills, good literacy and excellent numeracy.

- Able to demonstrate a thorough knowledge of Swindon Museums Service activities, Swindon and the surrounding areas
- Able to demonstrate good time management and planning skills.
- Able to demonstrate competence in working as part of a team and working on own initiative, as well as the ability to project manage individual activities.
- Able to demonstrate the ability to work well under pressure and deadlines and to keep calm under stressful situations.

### **Qualifications**

- Diploma in Customer Care or similar qualification or considerable customer care experience.
- First Aid at Work Certificate or a willingness to work towards this.

### **Decision Making**

- Day-to-day planning, organisation and control of staff and activity.
- Assisting with staffing levels.
- Day-to-day customer liaison.

### **Creativity and Innovation**

- Can provide evidence of working creatively with volunteers and with permanent staff to deliver activities.
- Can demonstrate the ability to build upon customer requirements to enhance and exceed expectations.
- Actively identify and introduce improvements to areas of accountability.
- Flexibility to meet the varying demands of the role.

### **Job Scope**

<p><b><u>Number and types of jobs managed</u></b>          Joint with other Visitor Experience Officers</p> <ul style="list-style-type: none"> <li>• Visitor Experience Assistants</li> <li>• Museum Cleaners</li> <li>• Casual Staff</li> </ul>	<p><b><u>Budget Holder Responsibility</u></b></p> <p><b><u>Asset Responsibility</u></b></p>	<p>No</p> <p>No</p>
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<p><b><u>Typical tasks supervised/allocated to others</u></b></p> <ul style="list-style-type: none"> <li>• Individual customer interactions</li> <li>• Set-up of spaces for activities and events</li> <li>• Cleaning of museum and corporate spaces</li> </ul>		
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**Contacts and Relationships**

- Is expected to be able to demonstrate excellent communication with elected members and senior managers within Swindon Museums Service and the Council.
- Is expected to be able to demonstrate excellent communication with the full range of Swindon Museums Service clients and customers and other Swindon Museums Service team members, volunteers and Friends.

**Other Key Features of the role**

- Working regular weekend and evening duties to meet the demands of the year round programme and work flexibly around deadlines.
- In accordance with the provisions of the Health and Safety at Work etc. Act 1974 and the Management of Health and Safety at Work regulations 1999 you must take reasonable care so as not to endanger yourself or other persons whilst at work.
- You must also co-operate with the Council to enable it to comply with its statutory duties for Health and Safety. You must work in accordance with training or instructions given, make proper use of any personal protective equipment provided and inform your Manager of any hazardous situations or risks of which you are aware.

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers signature:</b>	Print Name:
<b>Date:</b>	