

Job Title:	Visitor Experience Assistant	Role Profile Number:	CEN72
Grade/s:	Grade K	Insert Date Prepared:	November 2021
Directorate/Group:	Swindon Museums Service – Economy & Development	Reporting to:	Visitor Experience Officers

Job Purpose

As directed by the Visitor Experience Officer, to ensure that every visitor to Swindon Museums Service venues (STEAM – Museum of the Great Western Railway, Lydiard House Museum and Swindon Museum & Art Gallery) (general, corporate, events or learning) receives the best possible experience, ensuring that their visit meets their highest expectations, and that high standards of service are at the forefront of delivery to our customers.

Key Accountabilities

- Ensure our customers experience safe, hygienic, secure and comfortable environments, you will maintain high standards of presentation and ensure the safety and security of the Swindon Museums Services' collections and assets.
- Act as a sales advisor maximizing every opportunity generating income through extrovert activity, including cross selling, achieving the daily financial performance target and the strategic targets contained within the Swindon Museums Services' Business Plan.
- To support the Retail officer by receiving and checking deliveries reporting damages, pricing and displaying stock.
- To undertake telephonist support and routine administrative work and record keeping and to assist with the collection of visitor and market research data.
- To take telephone and online orders and to package and post online/telephone retail orders.
- To follow cash handling procedures and undertake daily and weekly reconciliation and statistical and audit controls, as required.
- To display refreshment, retail goods, clean and replenish refreshment and shop displays and facilities, co-

ordinate stock takes, assist to minimise the risk of stock and cash theft as directed by the Retail Officer and Visitor Experience Officers.

- Develop an understanding and a working knowledge of all Swindon Museums Services venues / buildings, collections and histories, maintaining a thorough knowledge of Swindon Museums Service activities, events and facilities and visitor information about Swindon and the region, in order to inform visitors through enquiries and assist with their interpretation, guided tours, welcome talks to school and group visits.
- Assist in the delivery of learning, family friendly and educational activities to our visitors, as directed by the Learning & Engagement Team, including providing introductory tours.
- As a first contact with the customer you will provide information relating to activities and forward programme promoting the opportunities provided by Swindon Museums Service.
- Ensure the museums are professionally presented and visitors greeted and informed about the buildings, histories, collections, services and retail and volunteer opportunities.
- On every occasion deliver high standards of front of house customer service ensuring that the whole customer experience is exceptional. You will also ensure that customer compliments and complaints are dealt with in a polite and professional manner recording and passing outcomes to the Swindon Museums Service Management Team.
- Carry out all first contact duties including cashiering and initial customer and client interface following the identified procedures for delivering an organised and safe experience.
- Assist the Visitor Experience Manager and the Visitor Experience Officers to organise and implement the appropriate museums daily operational plan and relevant sections of the Swindon Museums Service Business Plan, including opening and end of day closure and securing and locking up procedures of Swindon Museums Service venues, where appropriate, including operation of security, fire safety and CCTV systems, ensuring the proper care of recordings and to undertake key holder duties (including opening and closing the museums) as required and in the absence of the Visitor Experience Officers, assume responsibility for the daily operation of Swindon Museums Service's venues and undertake keyholder duties, when appropriate.
- Assist with customers and clients to the museums, including preparing and hosting events, functions and other activities, including set ups and set downs and creating event displays and activities where appropriate.
- Regularly inspect, invigilate and patrol the museums to provide a front of house service to customers, carry out safety and building checks, report faults and ensure the care and security of visitors, staff and volunteers, buildings and collections, as well as providing a safe environment, be conversant with and observe all health and safety regulations and procedures and assist with and record accidents and incidents and follow emergency and evacuation procedures, completing accurate records and follow up procedures.
- As appropriate, be responsible for routine safety, security and fire checks, environmental and pest monitoring, weeding and clearing fire escape routes, ensuring records are kept up to date.
- Supplement the museums normal cleaning and hygiene regime and as required undertake cleaning duties to

maintain high standards of housekeeping.

- Demonstrate understanding of and sensitivity to meeting the needs of visitors with disabilities, and those whose first language is not English and issue wheelchairs and mobility scooters, where appropriate.
- Provide customer feedback, information, guidance and suggestions that will improve and enhance the visitors' experience.
- As directed by the Visitor Experience Officers, to assist with car park and outside marshalling duties at Swindon Museums Service venues.

Supplementary Accountabilities

- As required by the Visitor Experience Officers or Visitor Experience Manager, represent Swindon Museums Service at meetings.
- Contribute to the provision of training for newly appointed Visitor Experience Assistants and volunteers providing vocational training.
- 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 Swindon Museums Service's year-round programme.
- 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 substantial sales achievement.
- Able to demonstrate excellent customer service experience, including experience of dealing with customer complaints / requirements.
- Can demonstrate a good knowledge of Swindon Museums Service's activities, Swindon and the surrounding areas.
- Able to demonstrate good cash handling experience.
- Able to demonstrate a working knowledge of health and safety and risk management.
- Able to demonstrate the ability to assist with set-ups and take downs of events, corporate activities and exhibitions.

Qualifications

- NVQ Level 2 in customer care or similar or relevant experience
- First Aid at Work Certificate or a willingness to work towards this.

Decision Making

- Day-to-day decision making around operational needs and customers (general, corporate, event and learning).

Creativity and Innovation

- Establish robust systems and procedures to ensure the effective delivery and sustainability of day-to-day business and service.
- Able to create and enhance the customer experience through interpretation and talks to customers.
- Ability to work on own initiative and find creative solutions to visitor experience issues.

Job Scope

<u>Number and types of jobs managed</u> None	<u>Budget Holder Responsibility</u> <u>Asset Responsibility</u>	No No
<u>Typical tasks supervised/allocated to others</u> None		

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 a range of 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

- 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.
- 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.

Employee Signature:	Print Name:
Date:	
Line Managers signature:	Print Name:
Date:	