

## Job description

<b>Job title:</b>	Visitor Experience Team Member		
<b>Department:</b>	Visitor Experience and Operations	<b>Contract:</b>	
<b>Reporting To:</b>		<b>Hours per week:</b>	Varied

### 1. Job purpose

- To ensure that visitors experience the best day out they can when visiting any of the YMT sites.
- To work in all aspects of the operation including engaging and interacting with visitors in a variety of ways
- To assist with the security of the buildings, grounds, collections, staff and equipment.
- To play a role in emergency situations if and when they arise

### 2. Dimensions

- To provide a welcoming, friendly and informative environment for 80,000 – 300,000 visitors per annum ensuring that their experience of the exhibitions, events and facilities run by York Museums Trust is positive, rewarding, memorable and safe.
- Work alongside all other departments within the Visitor Experience team and across the whole Trust.
- To be able to work across any of the Trusts sites

### 3. Principal accountabilities

#### Visitor Experience

The role is to engage with visitors as they journey through our sites. All Team Members will be working in galleries or exhibitions. Within this there are opportunities to specialise in: on gallery engagement and knowledge or talks and tours and costumed engagement,

#### On Gallery -

- To provide a welcome to the gallery in which the visitor has arrived
- To engage with visitors, answering queries relating to their visit, the collection, maintaining an up to date knowledge of YMT exhibitions and collections
- To carry a radio and respond appropriately to messages and requests
- To maintain tidiness of areas and walkways liaising with cleaners as required
- To ensure visitors, collections and colleagues are kept safe.

#### On Gallery – Engagement

- To develop detailed knowledge of the collections and buildings
- To approach visitors, to proactively use items on display to enhance visitors enjoyment and understanding of the collection.
- To engage with all visitors in conversation
- To work with Immersive Interpretation Producer to establish standards for engaging with different audiences

## **Costumes, Talks and Tours**

- Where appropriate to have costumed presence on the galleries and provide informed dialogue and interaction with visitors
- To provide entertaining and informative tours or talks around the museum
- In conjunction with curators and the Immersive Interpretation Producer to develop and deliver talks and other methods of engaging with visitors.
- In conjunction with curators and Immersive Interpretation Producer to develop a range of costumes for use across the YMT sites.

## **Greeter**

- To be the first person visitors meet
- To assist with checking in visitors who have pre booked
- To manage any queuing situations
- To inform visitors who are in the queue of delays, process, what to have ready
- To respond to alarm activations – whether security or for evacuation processes.
- To sign in visitors and contractors, issuing lanyards and contacting relevant YMT staff
- To communicate with VE Managers re situations arising, for the issuing of keys
- To accept post and deliveries and follow the post and deliveries procedure to ensure their correct storage or distribution

## **Operations**

- To deliver excellent customer service and the best quality visitor experience
- To undertake training, either on gallery / exhibition content, or matters relating to safety, security and wellbeing
- To be responsible for visitors' security and safety
- To take part in the day to day activities of York Museums Trust
- To act as an advocate for staff and visitors with special needs and cultural diversity.
- To work with broader teams from within the Trust – i.e. learning, collections, marketing, and volunteers
- To welcome and direct learning groups and other groups as they arrive on site
- To assist in day to day operational requirements such as setting up rooms and equipment
- To understand security issues and ensure the appropriate security of the buildings, grounds, collections, staff and equipment.
- To be vigilant to the activities of those using the buildings and services.
- To attend daily briefings and meetings relevant to post.
- To raise concerns regarding Health and Safety matters

## **H&S and Security**

- To take an active role in evacuating the galleries and building in an emergency situation or where appropriate instigate a run, hide, tell evacuation
- To ensure the appropriate security of collections, displays and equipment
- To respond to security alarms - collections, fire, panic etc.
- To provide a supporting function in emergencies
- To raise concerns regarding Health and Safety matters

## **Other duties**

- To work regular weekends and public holidays as well as some evenings on a rolling rota basis
- To work at any other Trust sites as required
- To maintain a knowledge of emergency procedures
- To complete timesheets accurately and on time
- To complete other relevant paperwork as required - e.g. incident reports

- To attend and undertake training as required
- Promote and develop equality and diversity in line with YMT Equality Statement.
- Other duties may be required from time to time which are consistent with the grading of this post

## 4. Key performance measures

Mystery Visits (Visit England) – achieve accreditation & consistent high standards  
Visitor Feedback i.e. Trip Advisor, comments cards, social media  
Surveys

## 5. Knowledge, skills, experience and behaviours

### Knowledge

- An understanding of security considerations for buildings open to the public
- Health and safety awareness
- A proven willingness and ability to continually learn and update knowledge.
- Knowledge and an interest in history and/or art

### Skills

- Customer service skills – excellent communication & influencing skills, positive Visitor First approach to visitor experience, understanding the benefit of excellent customer service to YMT as a charity. Visitor First approach in all areas.
- Communication & interpersonal skills - Ability to communicate with a diverse range of visitors in a friendly, effective and helpful manner, and the ability to consider the needs of disabled and overseas visitors
- Ability to ensure visitors adhere to health and safety guidance, whilst ensuring they feel comfortable and enjoy their visit.

### Experience

- Experience of working in Customer Service and with members of the public
- Experience of delivering or an ability to deliver tours and talks or an experience of public speaking within YMT or other visitor facing organisations.
- Experience of learning scripts and delivering talks/tours based upon those scripts or ability to do so.
- Experience of working in museums or other heritage organisations
- Experience in delivering first aid and ensuring public safety
- Commitment to equality and diversity and an understanding of how this commitment applies to this role

### Behaviours

The below are the behaviours that all staff should aspire to:

1. **WE ARE CURIOUS** – inquisitive, learning & exploring

*We ask questions, we don't assume, we learn and we encourage different perspective:*

- Embraces change, readily adapts to new situations, and seeks opportunities to learn from others.

- Champions innovative approaches and proposes creative solutions, actively seeking out opportunities to learn and expand their knowledge base.
- Anticipates information needs and proactively gathers relevant data to stay ahead of the curve.
- Equips and empowers colleagues with development opportunities in all aspects of work

## 2. **WE ARE CREATIVE** – Innovating, experimenting & contributing

*We have fun being creative, driving positive change and exploring potential*

- Drives change ensuring they bring others on the journey with them and ensure they communicate and engage appropriately.
- Sees opportunities to drive improvements to visitors and colleagues experiences puts forward ideas and suggestions to make them happen
- Explores ideas fully– looking how it relates to values, programme etc and communicates it to relevant people.
- Looks at creative ways to enhance our visitors experience, engages with them, listens to their feedback and adapts their experience to meet their needs. Looks to continuously improve and learn for future visitor engagement.
- Consistently embraces fun and creativity to improve our visitors experience, ways of working and programme. Will go over and above to be part of fun and creative things.

## 3. **WE ARE GENEROUS** – sharing, helping & appreciating

*We care for people, collections and places inviting everyone to develop knowledge, to take delight in and enjoy our spaces*

- Creates framework for sharing knowledge, information and skills and encourages others to participate
- Creates or contributes to a culture which supports opportunities for dialogue and questions on wide range of subjects
- Practices visitor first. Puts visitors at the heart of everything that they do. Goes the extra mile to ensure they have a great experience with us, shares their knowledge passionately.
- Completes their assigned work to a high standard and regularly supports other colleagues and departments with shared goals, projects and tasks.

## 4. **WE ARE RESPONSIBLE** – Accountable, reliable & learning from mistakes

*We make informed decisions today for a better tomorrow and for a sustainable future*

- Professional and consistent standards, a role model and leads by example .
- Takes ownership and responsibility in their role, decisions, actions, behaviours and own learning consistently. Leads by example.
- Looks for opportunities to improve how we care for our collections and places. Engages with the right people to make this happen.
- Identifies when a task or action is not the most efficient or best way to work and looks to be involved in implementing more efficient ways of working for everyone for the future.

## 5. **WE ARE SUPPORTIVE** - Encouraging, Empathetic & Collaborative

*We collaborate and seek connection to grow a thriving community where we celebrate one another, cheer on progress and are heartfelt with feedback.*

# York Museums Trust

- Consistently celebrates successes and shares these with others
- Consistently brings new ideas and considers how they help deliver vision and mission
- Takes pride in being part of their team. Actively looks for opportunities to make a difference outside of their immediate team and role ensuring their colleagues have a voice. Has a 'can do' attitude that supports colleagues to deliver their personal best & to improve the visitor experience..
- Leads by example. Has a positive outlook, is a trusted member of the team and actively seeks to support colleagues in need by suggesting solutions. Not afraid to challenge if needed. Demonstrates energy and enthusiasm to ensure our visitors have the best experience.

## 6. Key relationships

Visitor Experience Manager(s)

Assistant Visitor Experience Managers

Head of Visitor Experience and Operations

Health and Safety Advisor

Estates Manager

Public Engagement team

Learning Team

Volunteers Team

Curatorial Team

Internal and external contractors and technician staff

## Organisational Structure

