

Job description

Job title:	Assistant Visitor Experience Manager		
Department:	Visitor Experience	Contract:	Fixed Term until 31 March 2025
Reporting To:	Visitor Experience Manager	Hours per week:	37

1. Job purpose

- To assist in the development and management of a quality visitor experience, ensuring that York Museums Trust's sites are successful and welcoming visitor destinations.
- Working with the Visitor Experience (VE) Manager and other Assistant Managers, manage the day to day activities of YMT sites, supervising buildings, their security, maintenance/ building works and on site supervision of contractors
- In the absence of the VE Manager – assume responsibility for the site(s)
- Line managing of the Visitor Experience Team Members.

2. Dimensions

- To provide a welcoming, friendly, equitable and informative environment for 500k visitors to ensure that their experience of the exhibitions, events and facilities run by York Museums Trust is positive, rewarding, memorable and safe.
- Assist with the line management of Visitor Experience Team Members (part time).
- To assist in the training of new VE staff members.
- Setting and monitoring targets, and appraising performance via PDRs (ie Gift Aid, Guidebook sales)
- Operational responsibility in absence of the VE Manager for YMT sites welcoming up to up to 300 visitors per day at the Art Gallery, up to 700 visitors per day at the Yorkshire Museum and up to 1200 visitors per day at the Castle Museum.
- Work with all other departments within the Visitor Experience department and across the whole Trust.
- Production and monitoring of rotas to ensure adequate staffing levels up to a wage budget of circa £450k circa.

3. Principal accountabilities

Team Management

- To manage the daily activity of the frontline VE team ensuring each VETM is carrying out their duties.
- Assist with the line management of the Visitor Experience Team, devising work plans, organising relevant training, setting and monitoring targets and appraising their performance via PDRs.
- To ensure that rotas are completed and communicated in a comprehensive and timely manner, ensuring the optimum number of suitably trained staff are rostered for the expected number of visitors.
- To report to the VE Manager on staffing levels, where recruitment may be necessary.
- To manage overtime arrangements and submit timely overtime reports to the Management Accountant.

Visitor Experience

- Ensure the frontline teams are engaged and motivated to deliver a quality visitor experience.
- Ensure the day to day operation of the sites achieves a consistently high quality of experience for visitors.
- Ensure excellent customer care for all visitors; act as an advocate for staff and visitors with special needs and cultural diversity.
- Deal with visitor comments as they arise, be aware of visitor feedback and undertake appropriate action.
- Ensure reviews on social media platforms such as Trip Advisor are monitored and responded to appropriately, in conjunction with the Head of Visitor Experience and Commercial.
- Ensure visitors are welcomed, informed and have relevant information for their needs by monitoring and managing the display and presentation of visitor information and signage in public areas (liaising with Head of Visitor Experience and Commercial, VE Manager, Marketing, Curatorial and H&S teams as necessary).
- Work with the Public Engagement Manager and Volunteers Coordinator to ensure that visitor facing volunteers are fully trained in visitor services and building procedures.

Premises Management

- To undertake daily opening and locking up the buildings as required and in line with the internal safety and security procedures.
- Ensure the buildings are kept clean; liaise with cleaning and hygiene providers to check standards. Raise service level agreement concerns with the VE Manager/Head of Visitor Experience and Commercial.
- To notify the on-site cleaning contractor of visitor feedback relating to the cleanliness standards, in relation to any concerns raised.
- On site responsibility for fire safety, first aid, disability/access awareness and other statutory obligations ensuring necessary staff training and cover is in place at all times.
- Responsible for health and safety procedures being followed and staff and visitors being kept safe. Operate in a way to ensure security and safety is maintained at all times including the implementation of organisational H&S policy and procedures.
- Liaise with H&S Advisor to undertake H&S risk assessments and conduct test fire evacuations as required.
- In conjunction with the Facilities Manager, manage day-to-day building security ensuring suitably trained staff are delegated for opening and closing the site and are able to respond to out of hours alarms as and when required and to be responsible for CCTV systems and any necessary testing.
- Ensure monitoring and record testing of all necessary alarms takes place and ensure that evacuation, security and safety procedures are fully in place and enacted, in conjunction with the Facilities Manager and Health and Safety Advisor.
- Work with the Venues Team to ensure that all venue related events are suitably staffed and that events, set up and break down work harmoniously with the requirements of the day visitor. To ensure that correctly trained staff are on site for events to open and close the buildings.
- To ensure that current covid guidelines are being adhered to, to ensure that preventative measures(hand sanitizer, masks, screens) are fit for purpose

Finance and Administration

- Ensure systems for cashing up tills, membership and fundraising takings and cash handling procedures are strictly adhered to at all times.
- When making YMT related purchases, to liaise with the VE Manager regarding levels of expenditure and coding. To monitor and control spend within designated budget codes.

- To sign off and process the timesheets ensuring accurate wages as required. To maintain finance and HR records in accordance with the Trust's policies, procedures and all relevant legislation.
- To manage staff absence and holidays in accordance with Trust procedures.

Learning & Volunteers

- Support education and collection-based life-long learning programmes, in liaison with the Public Engagement Manager.
- Working with the Learning team ensure that any areas within YMT to be used by learning groups are available and correctly resourced.
- To ensure that learning groups receive a friendly, efficient and informative welcome.

Organisational Development

- Contribute to the development of the York Museums Trust so that programmes and the organisation are supported and upheld.
- To work with the Public Engagement, Collections and Curatorial team in managing the transition between exhibitions to minimise visitor disruption
- To ensure that visitor access and inclusion and staffing needs and requirements are central to the development of exhibitions.

Other Responsibilities

- Support the effective operational delivery of key events and activities both during and outside of normal museum hours.
- Work with the Public Engagement, Collections and Curatorial team on the installation of exhibitions and maintenance and cleaning of displays, providing technical support.
- To undertake such other duties as may be determined from time to time within the general scope of the job and commensurate with the grade of the post.
- Promote and develop equality and diversity in line with YMT Equality Statement.

4. Key performance measures

Team members are well supervised and communicated to.

Meetings and PDR's are carried out.

Sites are operated in a safe and secure way, ensuring adequate staffing to meet operational requirements and provide a quality visitor experience.

To work towards and achieve agreed departmental financial targets (i.e Gift Aid, surveys) both personally and as a department:

Mystery Visits (Visit England) – achieve accreditation & consistent high standards

Visitor Feedback ie Trip Advisor, comments cards, social media

Gift Aid

Surveys

Guidebook sales

5. Knowledge, skills, experience and behaviours

Knowledge

- An understanding of security considerations for buildings open to the public
- Health and safety awareness & Risk Assessments
- Knowledge of Gift Aid systems and legalities

- Knowledge of and an interest in history and/or art
- Knowledge of collections management best practice.

Skills

- Friendly and approachable demeanour with excellent interpersonal skills.
- Excellent communication and influencing skills.
- Ability to communicate with a diverse range of people in a friendly, effective and helpful manner, and the ability to consider the needs of disabled and overseas visitors
- Able to demonstrate people management, motivation and team development skills.
- YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:
 - Digital recording – e.g. photography, sound, video
 - Social networking – e.g. twitter, Facebook

Experience

- Experience of line management or supervising staff
- Relevant management qualification – desirable
- Experience of monitoring budgets.
- Experience of working with volunteers.
- Experience of site/buildings management.
- Experience with working with EPOS admissions systems.
- Experience in delivering first aid and ensuring public safety.

Behaviours

- Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role.
- Flexible approach, willing to work Wednesday to Sunday.

ENTHUSIASTIC

A genuine passion for your role & what you do

- Positive attitude & energy to make things happen
- A desire to exceed expectations
- Bold approach to making things happen
- Consistently demonstrates enthusiasm & passion
- Inspire others through their passion

ENGAGING

Brings a personal touch to every visitor's experience

- Genuine interest in other people
- Builds rapport and forms relationships
- Listens and responds accordingly
- Warm, approachable
- Creates a fulfilling working environment for the team

EXPERT

Be the best at what you do

- Looks to continuously improve knowledge & work performance
- Seeks to develop capability in job role
- Works in co-operation with others to achieve goals
- Delivers against objectives
- Offers regular coaching to help team members develop

EMPATHIC

Shows sensitivity and understanding to visitors/colleagues

- Seeks to understand other people's needs and views
- Demonstrate care & consideration for other's feelings
- Considers the needs of others whilst pursuing own objectives
- Demonstrates personal interest in team's concerns and aspirations

ENABLING

Helps visitors, colleagues and team achieve their goals

- Takes ownership for responding to visitor needs
- Seeks to improve visitor experiences
- Finds solutions to issues in an urgent fashion
- Shares information and experience helping others to make the right decision
- Offers both support & challenge

6. Key relationships

- Visitor Experience Manager
- Head of Visitor Experience and Commercial
- Senior Management Team
- York Venues Team
- Facilities Manager
- H&S Advisor
- Visitor Experience Team Members
- Internal and external contractors and technician staff

