

## **JOB DESCRIPTION**

**DEPARTMENT:** Front of House  
**JOB TITLE:** **MUSEUM ASSISTANT**  
**REPORTS TO:** Duty Manager

### **JOB PURPOSE**

The successful candidate will play a vital part in each visitor's experience. You will be expected to deliver a truly memorable level of customer service proactively engaging with all visitors ensuring that they feel welcome and valued, enjoying a rewarding experience within the museum. A key part of your role will be to maximise revenue opportunities by encouraging and influencing visitors to make purchases and donations.

### **MAIN AREAS OF RESPONSIBILITY**

#### **Revenue Generation**

1. To maximise revenue through sales of visitor guides, Football Plus+ and other "paid for" activities.
2. To proactively encourage donations, realise Gift Aid opportunities and promote membership schemes.
3. Be knowledgeable about Football Plus+, confidently talking visitors through the purchase options as well as the unique selling points of the experiences.
4. Upsell all interactives and paid for experiences within the museum.
5. Take every opportunity to upsell event, café and shop facilities, including corporate events and group bookings.

#### **Visitor Experience**

6. Provide a warm, vibrant welcome to all visitors creating a positive first impression of the museum.
7. Assist visitors in a friendly, courteous and professional manner upon arrival (ensuring any special requirements are noted) and throughout the rest of their journey.
8. Seek to engage, interact and communicate with visitors throughout the museum. Actively promote ways to add value to their experience and to aspire to surpass their expectations.
9. Expertly demonstrate full knowledge of the museum's facilities, exhibits and exhibitions and be able to convey information regarding other visitor attractions locally.

#### **General Responsibilities**

10. To operate cash registers and handle large amounts of cash and credit/debit cards
11. Be aware of and operate museum cash handling, security and emergency procedures and report any discrepancies immediately to the Duty Manager.
12. To assist with learning activities and any other income generating activity.
13. Support all members of the Front of House Team to achieve and maintain standards to the highest possible level.
14. Attend regular briefings and meetings as set out by the Duty Managers and to participate in an enthusiastic and proactive way.
15. Carry out administration tasks on a regular basis.
16. Assist with keeping all front of house areas clean and well presented, including clearing away after events and assisting with event set-ups.
17. To monitor the flow of visitors and queue manage.
18. To provide talks to visitors/groups on specific objects.
19. Deal with complaints empathically and positively making every effort to resolve them yourself or seeking further advice from managers/colleagues.
20. Operate the telephones to museum standards ensuring all messages are handled in an efficient and professional manner.

### **Health & Safety/Security**

21. To ensure the safety of all members of National Football Museum staff and visitors to the building.
22. To provide a vigilant security presence within the galleries and public areas of the museum ensuring that no damage occurs to the exhibits, or to the fixtures or fittings within the building.
23. To carry out daily tasks relating to security and health & safety.
24. Be fully conversant with the operation of security equipment and systems.
25. To ensure NFM regulations and procedures are observed at all times, by all staff and contractors.
26. Be fully conversant with the Disaster and Evacuation plans and be prepared to put these into effect without supervision should the situation dictate an immediate response.
27. Ensure that as many areas within the building are made secure as soon as practicable and to ensure the security of the galleries and exhibits/artefacts.
28. Maintain all security-related equipment and the premises to a high standard of cleanliness and serviceability, and ensure all defects are reported and actioned swiftly.

### **Other**

29. Carry out other relevant duties which may arise from time to time in support of the National Football Museum. Be able to operate all of the interactives throughout the museum
30. To continuously build knowledge of existing and new collections by on the job training and personal research
31. To assist the Marketing department with visitor surveys and data collection on a rota basis
32. To assist other departments with off-site activities as and when required

### **Performance Measures**

- **Income from donations, visitor guides , Football Plus and other paid for**

## **activities**

- **Visitor feedback**

### **Person Specification**

The successful candidate will have the ability to strike the perfect balance between sales and service, engaging with visitors, using your knowledge to answer their questions, and opening their eyes to the experiences and opportunities we offer.

The successful candidate will have a passion for the role and have the ability to inspire both visitors and colleagues through infecting them with their passion.

*The successful candidate must display a Passion for:-*

- *Sales*
- *Visitor Experience*
- *Service*
- *Development & Growth*
- *Helping others to achieve their goals*
- *Teamwork*
- *Improving work performance*
- *Motivating and influencing others to achieve their goals*

### **Essential:**

1. *Sales and/or fundraising experience*
2. *Enthusiasm for providing a superb visitor experience*
3. *Experience in a customer service environment*
4. *Excellent inter-personal, verbal and written communication skills*
5. *Cash handling experience*
6. *Smart appearance and good presentation.*
7. *An ability to work on own initiative.*
8. *The ability to inspire and motivate others.*
9. *A responsible, professional and positive attitude.*
10. *Ability to make decisions and seek solutions under pressure.*
11. *Reliability and flexibility in working hours (must be available weekends, evenings and school holidays)*

### **Desirable:**

1. *Experience of working in a similar post.*
2. *A working knowledge of the Health and Safety requirements of the role.*
3. *A working knowledge of the Data Protection Act and how it would impact on this role*
4. *An awareness of the Disability Discrimination Act.*
5. *Valid First Aid Certificate.*
6. *Language skills*

### **Contract Hours**

*Zero hours contract*

### **Shift Times**

*Shifts include weekends, school holidays and evenings.*

### **Salary/Rate of Pay**

*£8.45 per hour*

### **Annual Leave**

*33 Days per annum (pro rata) including 8 Bank Holidays.*

