**NATIONAL FOOTBALL MUSEUM**

**JOB DESCRIPTION**

**DEPARTMENT:** Visitor Experience

**JOB TITLE: Visitor Experience Coordinator**

**REPORTS TO:** Visitor Experience Manager

**RESPONSIBLE FOR:** Visitor Experience Team Leaders, Retail & Admissions Assistants, Visitor Experience Assistants, Visitor Experience Volunteers

**JOB PURPOSE**

To facilitate the mission of being a department dedicated to the development of great people who deliver world class service & enrich the experience of our diverse visitor demographic, whilst maximising income across all revenue streams.

The successful candidate will play a vital part in each visitor's experience. You will be expected to both deliver yourself and lead the team to ensure a warm welcome and 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 motivate and influence the team to maximise revenue opportunities by encouraging visitors to pay entry fees, make purchases and donations.

## MAIN AREAS OF RESPONSIBILITY

**Management Responsibilities**

* To open and close the building according to the rota drawn up by Visitor Experience Manager.
* To unlock the building and ensure all areas are safe before allowing other staff on site and to lock up and set the alarms in accordance with the end of shift procedure.
* Recruit, develop and train a diverse team of staff to tailor for the different needs of a diverse visitor demographic.
* Manage, motivate, support and develop the Visitor Experience team to ensure customer service and visitor satisfaction is delivered to the highest standards & that staff understand the museum's purpose and embody the museum's values.
* To ensure that staff rotas meet operational needs and are within budget and that all staff are trained to fulfil the needs of their roles with particular reference to generating income, health and safety & the visitor experience.
* To assist with the coordination of the Visitor Experience operation, ensuring that security and H&S requirements are complied with and staffing levels are maintained.
* Work with team leaders to ensure staff carry out daily health and safety and standards checks of their areas to maintain high standards of housekeeping and safety.
* Monitor formal and informal visitor feedback and respond as appropriate.
* Monitor staff performance and conduct appraisals and prepare staff reports.
* Support all efforts to make the service a customer-focused organisation providing accessible quality services.
* Monitor and report back on the performance of the volunteers.
* To provide operational support for both formal and informal learning activities
* To ensure that the museum is accessible to all meeting the requirements of visitors with special needs, including those with physical impairments or learning disabilities.
* To co-ordinate the organisation of both in-house & outside party events in collaboration with appropriate staff.
* To act as first point of contact for any operational issues during the shift.
* To ensure the shop maintains a high standard of visual merchandising and maintains strong stock control procedures.
* To oversee the maintenance of stock through accurate monitoring, stock rotation and the maintenance of stock control systems.
* To ensure the retail offer provides a range of appropriately priced items that ensure the best possible profit margins.
* To monitor the performance of the contracted cleaning team in providing a clean and welcoming environment within strict H&S guidelines.
* To ensure effective communication with team members through attending & leading team meetings, daily briefings and individual performance reviews.
* To promote interest in the museum by facilitating tours and activities and ensuring that the Visitor Experience team have a working knowledge of displays, objects and exhibitions.
* To assist the Visitor Experience Manager with motivating and developing the staff including volunteers. Also facilitating in house training and awareness as required.
* To understand the expectations of the Visitor Experience Manager and the organisation as a whole.
* To collect and record visitor feedback.
* Ensure the collection and collation of visitor and income figures and any other data, and make reports available on request
* Promote innovation amongst the team in generating income across retail, admissions, donations, Football Plus+ and any other chargeable activities.

**General Responsibilities**

* To make the necessary contributions to help meet key objectives in line with the department's strategic plan.
* To maintain excellent customer service within the museum, offering advice and assistance to the public at all times.
* Demonstrate full knowledge of the museum’s facilities and be able to convey information regarding other visitor attractions locally.
* Operate the telephones to museum standards ensuring all messages are handled correctly and conveyed swiftly.
* Have the knowledge to operate all of the interactives throughout the museum.
* To operate cash registers and handle large amounts of cash and credit/debit cards
* Be aware of and operate museum cash handling, security and emergency procedures and report any discrepancies immediately to the Visitor Experience Manager.
* Carry out staff appraisal interviews at six monthly intervals in line with Company policy and ensure that issues raised and training needs identified are communicated to the Visitor Experience Manager and dealt with.
* Carry out administration tasks on a regular basis.
* Assist with keeping all front of house areas clean and well presented, including clearing away after events and assisting with event set-ups.
* To monitor the flow of visitors and queue manage.
* Deal with complaints with empathy and positively make every effort to resolve them yourself or seek further advice from managers/colleagues.

**Health & Safety/Security**

* To ensure that the Health & Safety Policy at the National Football Museum is in operation for staff, visitors and where appropriate contractors in the building.
* To advise on, review and implement effective security and health and safety procedures, policies and procedures in liaison with the Visitor Experience Manager.
* To ensure the safety of all members of National Football Museum staff and visitors to the building.
* To carry out daily tasks relating to security and health & safety.
* To ensure NFM regulations and procedures are observed at all times.
* To provide routine “First Aid” cover for staff and visitors
* Ensure that all security and health and safety incidents are dealt with promptly and that reporting procedures are implemented and monitored.
* Maintain a safe environment for visitors, staff and volunteers, ensuring that all activities are undertaken in accordance with Fire & Health & Safety policies and procedures (including undertaking and coordinating the completion of risk assessments).
* To ensure that there are a suitable number of first aid and defibrillator trained staff on duty at all times.
* To liaise with Cafe Football, Rabbit in the Moon and SMG regarding health and safety, security and evacuation plans and procedures.
* Be fully conversant with the operation of security and fire equipment and systems to support the Museum and concurrent activities, and to co-ordinate any patrol activity or incident response.
* Supervise contractors conduct and activity and implement routine security administration.
* 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.
* To oversee secure cash procedures for the shop and all other till and revenue collection points.
* 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.
* 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.
* 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.
* To have an efficient working knowledge of all security and fire systems on all sites.
* To be a key holder for all sites and be a named individual on the out of hours call out register.

**Other**

* Carry out other relevant duties which may arise from time to time in support of the National Football Museum
* Successfully manage museum staff and the building security during evening events.
* To continuously build knowledge of existing and new collections by on the job training and personal research.
* To assist other departments with off-site activities as and when required

**Performance Measures**

* Visitor numbers
* Achieve Income targets from admissions, retail, donations, Football Plus and other paid for activities
* Retail control and audit (month end stock counts and reconciliations completed to agreed deadlines)
* Visitor Feedback & Internal Audits
* ALVA Survey
* Team Development

**Person Specification**

The successful candidate will have the ability to motivate and influence the team to strike the perfect balance between sales and service, engaging with visitors, using your knowledge to answer their questions, 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.

The successful candidate must display a passion for:-

1. Sales
2. Visitor Experience
3. Service
4. Development & Growth
5. Motivating, involving, helping & influencing others to achieve their goals
6. Maintaining professional integrity at all times

Displaying the following behaviours:-

* **Enthusiastic** - Inspires others
* **Expert** – Offers regular coaching to help team members grow and develop
* **Empathic** – Demonstrates a personal interest in team’s concerns and

aspirations

* **Make a difference** – to the business, colleagues & visitors
* **Considerate & respectful** – of colleagues and visitors wants, needs &

beliefs

* **Supportive** – to provide the necessary support for the individual to be

comfortable in the museum and achieve their goals

**Essential:**

* Experience of working in a supervisory role.
* Experience of managing rotas within agreed budget guidelines
* Experience of leading team meetings, conducting performance reviews, one to ones and appraisals.
* Sales and/or fundraising experience
* Enthusiasm for providing a superb visitor experience
* Experience in a customer service environment
* Excellent inter-personal, verbal and written communication skills
* Cash handling experience
* Smart appearance and good presentation.
* An ability to work on own initiative.
* The ability to inspire and motivate others.
* A responsible, professional and positive attitude.
* Ability to make decisions and seek solutions under pressure.
* Reliability and flexibility in working hours (must be available weekends, evenings and school holidays)

**Desirable:**

* Proven track record of managing people including substantial experience of managing a visitor facing team and managing the activities of volunteers in a busy visitor or customer-focused environment.
* Substantial experience of working as a duty manager and remaining calm under pressure including experience of problem solving in a complex, pressurised environment, for example crisis management, visitor and staff queries.
* A working knowledge of the Health and Safety requirements of the role.
* A working knowledge of the Data Protection Act and how it would impact on this role
* An awareness of the Disability Discrimination Act.
* Valid First Aid Certificate.
* Language skills

**Contract Hours: 35 hours a week**

**Shift Times to include opening and closing the building and weekend work**

**Evening work will also be required when events are taking place.**

**Salary/Rate of Pay - £24,972 p.a.**

**Annual Leave - 33 days per annum (pro rata) including 8 Bank Holidays**



