



Main Duties and Responsibilities:

Retail & Admissions Assistant

Deliver a truly memorable level of customer service welcoming and orientating visitors to the Museum in an efficient and friendly manner, whilst driving sales and income generation through your detailed knowledge of products and services.

Role family: Operations and Visitor Experience

Line Manager: Visitor Experience Coordinator

Management / Supervision:

n/a

Areas of responsibility and accountability:

- Provide a warm, vibrant welcome to all visitor creating a positive impression of the museum, assisting visitors in a friendly, courteous and professional manner.
- Monitor the flow of visitors and queue manage when required.
- Have a good knowledge of the museum's facilities, exhibits and exhibitions and be able to convey information regarding other visitor attractions locally.
- Seek to engage, interact and communicate with visitors on arrival and in the museum shop to actively promote ways to add value to their experience maximising revenue, including the promotion of Gift Aid where appropriate.
- Be knowledgeable about all products and services confidently talking visitors through the options as well as the unique selling points of products and experiences including tours.
- Ensure all Retail and Admission spaces are kept clean, well-stocked and merchandised.
- Support all members of the Visitor Experience Team to achieve and maintain standards to the highest possible level.
- Attend briefings and meetings as set out by the Visitor Experience Management team and participate in an enthusiastic and proactive way.
- Carry out administration tasks in an accurate and timely manner as required, including: accurately record visitors through the admissions tills using correct payment methods.
- Maintain the accuracy of the EPOS system by correctly by ensuring that stock is correctly keyed.
- Ensure stock is correctly priced and coded before being displayed.
- Check in deliveries against delivery notes ensuring stock is safely and neatly stored
- Complete daily checklists in the retail and admissions areas, including those relating to Health and Safety.
- Be knowledgeable about additional paid for activities in the museum. Taking every opportunity to upsell activities, café and shop facilities, including group bookings.
- Deal with complaints empathically and positively making every effort to resolve them yourself or seeking further advice from managers/colleagues.

- Operate the telephones to museum standards ensuring all messages are handled in an efficient and professional manner.
- Carry out other relevant duties which may arise from time to time in support of the museum.
- Assist the marketing dept with data collection as required.
- Provide a vigilant security presence within Admissions and Retail areas of the museum ensuring that issues are communicated in an efficient and timely manner to help ensure the safety of all members of National Football Museum staff and visitors to the building.

KPIs:

- Customer service standards
- Sales, Gift Aid (team targets)

Health and Safety Responsibility:

- Employee
- Front of house security procedures for the role
- Front of house Fire and emergency procedures for the role

Qualifications and Experience

- A passion for the role and the ability to inspire both visitors and colleagues, encouraging them with their passion.
- Enthusiasm for providing a superb visitor experience
- Experience in a customer service environment in a similar post
- Excellent inter-personal, verbal communication skills
- Cash handling experience using EPOS systems
- An ability to work on own initiative
- A responsible, professional and positive attitude.