

## JOB DESCRIPTION

<b>Job Title</b>	Visitor Experience Assistant - Operations	<b>Duration</b>	Permanent and Fixed Term roles available
<b>Division</b>	Audiences	<b>Hours/FTE</b>	Full time and Part time roles available
<b>Dept</b>	Visitor Experience	<b>Salary</b>	£12.55 per hour
<b>Reports to</b>	VE Operations Manager/ Deputy Manager	<b>Direct Reports</b>	None

### Context

The Commercial division is tasked with developing and delivering an ambitious strategy for sustainable commercial growth, as a fundamental part of the overall V&A experience and brand position, and to underpin the museum group's future financial sustainability. The division brings together the V&A's key income generating areas of retail, exhibition ticket sales, publishing sales, omnichannel, catering contracts, membership, V&A Academy, and a completely integrated front of house operation.

Front of House Operations brings together the visitor facing teams of volunteers, gallery, welcome, shop and catering operations and is tasked with running day-to-day operations at South Kensington, onsite revenue generation across key museum touchpoints and delivering a seamless visitor experience for all.

### Main Purpose of job

Visitor Experience Assistants – Operations team, work closely with the objects and visitors in galleries, focusing on safety and security as well as having the knowledge, confidence and charisma to engage visitors with the collection. This role works in a complimentary fashion with the Visitor Experience Assistant – Sales team, to create the Visitor Experience department. They contribute to a collegial work environment in which they collaboratively work as a wider team to provide a world class visitor experience.

Visitor Experience Assistants – Operations, will act on a daily rotational basis either in a fixed position consisting of several galleries where they will be focused on providing a friendly and informative experience and the safety and security of objects, the gallery and visitors extending to emergency procedures. They will rotationally undertake a role focusing on visitor engagement in a non-fixed position helping visitors to navigate the building, deliver talks about objects and giving insight to the collection. The visitor engagement positions play a dynamic role offering opportunities for visitors to learn about the collections and the museum highlights. They personalise our audiences' journey providing a memorable, targeted, and relevant visitor experience. The fixed roles that are positioned in set galleries are an active and visible presence in a specific area of the museum. They are responsible for carrying out object and gallery checks, and proactively move around the galleries' spaces consistently throughout the day. They remain calm and take control to lead visitors in the event of evacuations and emergency situations.

### Key Responsibilities

Responsible for and focused on the safety and security of objects and people in the galleries, carrying out the museum's safety and security procedures as part of the V&A's wider Security strategy, maintaining a proactive vigilant mindset, escalating and reporting when necessary.

Ensuring the environment for visitors is safe and enjoyable in a way that is approachable, patient and understanding.

Ensuring immaculate presentation standards across the galleries, resolving issues in a timely manner, taking initiative or working closely with the management team using the correct radio etiquette.

Take pride in appearance and personal presentation as a representative of the V&A, this is reflected by punctuality, attendance and commitment to the role.
Confidence and emotional intelligence when dealing with difficult or emergency situations.
Actively engaging visitors in the hidden narratives within the collections delivering ad-hoc tours, such as F.L.I.P. talks (part of the cultural heritage programme) or Secrets of the Museum (BBC documentary).
Providing a positive, memorable and tailored interaction at any and every point in a visitor's journey throughout the museum. Assisting visitors with requests and directions providing clear information.
Supporting families and children delivering tailored readings and tours in collaboration with the Learning Department.
Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion and diversity.

*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role*

## PERSON SPECIFICATION

Job specific	Able to maintain a constant level of pro-activity within the gallery, which involves the ability to move around the museum spaces throughout the day and a willingness to use interactive equipment in the gallery areas.
	Able to follow procedures in relation to security, safety and emergency situations.
	Able to react confidently and sensibly to unforeseen circumstances feeling empowered to do so.
	A proactive, approachable, visitor focused individual, a people person with a background in, or a passion for, delivering outstanding visitor experience in a customer service or hospitality role.
	Outstanding communication and customer service skills and ability to interact positively with people, both staff and visitors alike.
	High level of emotional intelligence. Sincerity when dealing with visitors or members of the team and receptive to others' opinions.
	A reliable, punctual and trustworthy team player who understands the importance of working as part of a large, dynamic team.
	Ability to operate with minimum supervision and able to adapt to new or changing situations. Must have a strong sense of responsibility and initiative in all tasks undertaken.
Core Skills	A strong team player, with the ability to work closely with peers to achieve a common goal. A high level of diplomacy, able to act as an ambassador for the museum in a variety of situations.
	Experience of communicating clearly, with the ability to adapt your communication style for different groups
	The ability to use MS Office and other relevant IT systems as appropriate for the role.
	Understanding of how to have a flexible approach to work within a busy operational environment.
Behaviours	<p><b>Respects</b> others' expertise, time, perspectives and contribution.</p> <p><b>Takes responsibility</b> for delivering on actions, achieving high-standards and learning from mistakes.</p> <p><b>Open to change</b>, new ideas and suggestions; looks for opportunities for improvement and self-development.</p> <p><b>Works with others</b> outside their own department in a collaborative, understanding and engaging way.</p>
Desirable	<ol style="list-style-type: none"> <li>1. Experience in similar role - customer service or hospitality role.</li> <li>2. Experience of working in a museum or visitor attraction.</li> <li>3. Experience of working in a high footfall visitor environment.</li> </ol>

## JOB DESCRIPTION

<b>Job Title</b>	Visitor Experience Assistant Sales	<b>Duration</b>	Permanent and Fixed Term roles available
<b>Division</b>	Audiences	<b>Hours/FTE</b>	Full time and Part time roles available
<b>Dept</b>	Visitor Experience	<b>Salary</b>	£12.55 per hour
<b>Reports to</b>	VE Sales & Welcome Manager/ Deputy Manager	<b>Direct Reports</b>	None

### Context

The Commercial division is tasked with developing and delivering an ambitious strategy for sustainable commercial growth, as a fundamental part of the overall V&A experience and brand position, and to underpin the museum group's future financial sustainability. The division brings together the V&A's key income generating areas of retail, exhibition ticket sales, publishing sales, omnichannel, catering contracts, membership, V&A Academy, and a completely integrated front of house operation.

Front of House Operations brings together the visitor facing teams of volunteers, gallery, welcome, shop and catering operations and is tasked with running day-to-day operations at South Kensington, onsite revenue generation across key museum touchpoints and delivering a seamless visitor experience for all.

### Main Purpose of job

Visitor Experience Assistants – Sales team, work to warmly welcome our visitors and generate vital income for the museum with knowledge, confidence and charisma to engage visitors with the collection and upsell visitors to Membership, exhibitions tickets, to donate or more. This role works in a complimentary fashion with the Visitor Experience Assistants – Operations team, to create the Visitor Experience department. They contribute to a collegial work environment in which they collaboratively work as a wider team to provide a world class visitor experience.

Visitor Experience Assistants – Sales team deliver exceptional service, meeting and exceeding the department and museum's income stream targets. They proactively maximise revenue from onsite ticket sales, donations, gift aid and Membership. They represent the first line of visitor support, proactively dealing with comments and complaints, escalating to the management team when appropriate. They personalise our audiences' journey providing a memorable, targeted and relevant visitor experience, giving a warm welcome and friendly farewell. They help to manage the queues to the museum, exhibitions and events. They will also rotate to work on the Secretariat Reception, professionally welcoming and processing staff guests as well as on the Sackler Centre reception engaging with School and Family groups. A strong drive for achieving sales targets and the confidence to approach visitors and actively sell tickets, encourage donations and give visitor information and advice is essential.

### Key Responsibilities

Welcome and positively engage with every visitor to the V&A, at every and any point in their journey to ensure excellent visitor satisfaction.

Become experts in the ticketing options at the museum and to tailor recommendations for each visitor, actively upselling and encouraging the most suitable options for the visitor including exhibitions, events, courses and Membership,

Work towards and take responsibility for meeting and exceeding all sales targets, including promoting gift aid, donations and Membership through consistent positive, proactive conversations with visitors.
Manage queueing systems to ensure smooth entry to the building, museum or events.
Accurately use the till systems to record visitor figures, using a variety of payment methods. Follow cash handling and other financial procedures and best practice with strong attention to detail.
Take pride in appearance and personal presentation as a representative of the V&A, this is reflected by punctuality, attendance and commitment to the role.
Develop an in-depth and up to date knowledge of the V&A, its collections and mission in order to share and suggest trails, collections and objects to visitors.
Work as part of a large team as an ambassador for the V&A upholding the V&A values, behaviors and championing the visitor always.
Confidence and emotional intelligence when dealing with difficult or emergency situations.
Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion and diversity.

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## PERSON SPECIFICATION

Job Specific	Sales and cash handling experience or aptitude, including ability to proactively introduce visitors to additional products or services and maximise revenue promoting Gift aid, donations and Membership.
	Experience or aptitude for exceeding sales targets .
	Ability to keep calm and positive whilst working under front of house pressure.
	Evidence of good analytical and problem-solving skills.
	Ability to act quickly and respond to a wide range of complex situations.
	Outstanding communication and customer service skills and ability to interact positively with people, both staff and visitors alike.
	Ability to operate with minimum supervision and able to adapt to new or changing situations.
	A reliable, punctual and trustworthy team player who understands the importance of working as part of a large, dynamic team.
Core Skills	A strong team player, with the ability to work closely with peers to achieve a common goal. A high level of diplomacy, able to act as an ambassador for the museum in a variety of situations.
	Experience of communicating clearly, with the ability to adapt your communication style for different groups.
	The ability to use MS Office and other relevant IT systems as appropriate for the role.
	Understanding of how to have a flexible approach to work within a busy operational environment.
Behaviours	<p><b>Respects</b> others' expertise, time, perspectives and contribution.</p> <p><b>Takes responsibility</b> for delivering on actions, achieving high-standards and learning from mistakes.</p> <p><b>Open to change</b>, new ideas and suggestions; looks for opportunities for improvement and self-development.</p> <p><b>Works with others</b> outside their own department in a collaborative, understanding and engaging way.</p>
Desirabl e	<ol style="list-style-type: none"> <li>1. Experience of using an EPOS, preferably ticketing.</li> <li>2. Experience of working in a museum or visitor attraction with high footfall</li> <li>3. Experience of upselling gift aid and donations and/or Membership.</li> </ol>

## JOB DESCRIPTION

<b>Job Title</b>	Retail Shop Assistant	<b>Duration</b>	Permanent and Fixed Term roles available
<b>Division</b>	Audiences	<b>Hours/FTE</b>	Full time and Part time roles available
<b>Dept</b>	Retail	<b>Salary</b>	£12.55 per hour
<b>Reports to</b>	Retail Branch Managers, Assistant Branch Manager, Shop Supervisors	<b>Direct Reports</b>	None

### Context

The Commercial division is tasked with developing and delivering an ambitious strategy for sustainable commercial growth, as a fundamental part of the overall V&A experience and brand position, and to underpin the museum group's future financial sustainability. The division brings together the V&A's key income generating areas of retail, exhibition ticket sales, publishing sales, omnichannel, catering contracts, membership, V&A Academy, and a completely integrated front of house operation.

Front of House Operations brings together the visitor facing teams of volunteers, gallery, welcome, shop and catering operations and is tasked with running day-to-day operations at South Kensington, onsite revenue generation across key museum touchpoints and delivering a seamless visitor experience for all.

### Main Purpose of job

Working within an enthusiastic and motivated team, you will show a genuine passion for our museum and our products. Retail plays a significant part in a visitor's journey and is quite often the last touch point before they leave, making it even more important that you ensure they depart on a high note. No two days will be the same as you will inspire our visitors, listen to their needs, and use your in-depth product knowledge to suggest the perfect memento of their day.

Part of the excitement of working in retail is its variety: from unpacking new products in the morning delivery before ensuring the shop is clean and tidy and ready to welcome our shoppers, to serving customers at till point while offering upsells such as Membership or a V&A reusable tote bag, or finally sharing your product knowledge to help a visitor choose the right souvenir or gift to suit their needs.

Understanding the inspiration and relationship between our carefully curated product range and the beautiful objects in our museum is key. Learning and product knowledge will happen on the job; from specific coaching sessions off the shop floor, to hearing about a products inspiration and background from our experienced buyers or even directly from makers and designers who often deliver in person training on the shop floor, bringing our items to life.

### Key Responsibilities

To deliver exemplary customer service all of the time, ensuring a visitor first approach by placing them at the heart of what you do.

To be knowledgeable of our brand, what it is and why it matters and to be able to communicate this with confidence.

To understand and adhere to all procedural policies and standards required for the smooth daily operation of the branch.

To play a role in the daily replenishment of stock, ensuring that procedures are correctly followed, and that stock is merchandised to the required standards.
To ensure accurate and efficient operation of your till, ensuring company policies and procedures are always followed.
To participate in daily and ad-hoc housekeeping, ensuring the highest standards of appearance are maintained.
Develop and maintain a broad knowledge of the museum to be able to assist with visitor requests and directions, ultimately provide a positive, memorable, and tailored interaction at any and every point in their visit.
Take pride in appearance and personal presentation as a representative of the V&A; this is reflected by punctuality, attendance, and commitment to the role.
Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion, and diversity.

*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role*

## PERSON SPECIFICATION

	A proactive, approachable, visitor focused individual; a people person with a background in, or a passion for, delivering outstanding visitor experience in a customer service role.
	Confident to approach customers, offer assistance, ask questions, and build a rapport to deliver what they are looking for and more, offering upsells and add on sales where appropriate.
	Must be detail oriented, accurate in cash handling and able to confidently process transactions using an EPOS system, following training.
	Outstanding communication and interpersonal skills; an ability to interact positively with people, both staff and visitors alike.
	High level of emotional intelligence. Sincerity when dealing with visitors or members of the team and receptive to others' opinions.
	A reliable, punctual, and trustworthy team player who understands the importance of working as part of a large, dynamic team.
	Ability to operate with minimum supervision and able to adapt to new or changing situations. Must have a strong sense of responsibility and initiative in all tasks undertaken.
Core Skills	A strong team player, with the ability to work closely with peers to achieve a common goal. A high level of diplomacy, able to act as an ambassador for the museum in a variety of situations.
	Experience of communicating clearly, with the ability to adapt your communication style for different groups.
	Understanding of how to have a flexible approach to work within a busy operational environment.
Behaviours	<p><b>Respects</b> others' expertise, time, perspectives, and contribution.</p> <p><b>Takes responsibility</b> for delivering on actions, achieving high-standards, and learning from mistakes.</p> <p><b>Open to change</b>, new ideas and suggestions; looks for opportunities for improvement and self-development.</p> <p><b>Works with others</b> outside their own department in a collaborative, understanding and engaging way.</p>
Desirable	<ol style="list-style-type: none"> <li>1. Experience of working in a fast paced, customer facing retail role.</li> <li>2. Experience of working in a high-end customer or visitor facing role.</li> <li>3. Experience of working in a museum or visitor attraction, with a passion for the role they play in society.</li> </ol>