

LINCS INSPIRE LIMITED

NATIONAL CENTRE FOR CRAFT AND DESIGN

JOB DESCRIPTION

Job Title:	Visitor Experience Assistant
Accountable to:	Visitor Experience Manager
Grade:	PG 3 - £16,540 FTE (indicative)

Overall Purpose of the Role

To provide the first line of customer service to all visitors to the National Centre for Craft & Design (NCCD), ensuring excellent and efficient customer service, alongside identifying opportunities to increase visitor frequency through providing knowledgeable information on all exhibitions and the wider programme and services..

Responsibilities

- To be the first point of contact for all visitor-related enquiries and support.
- To provide a high quality customer service enriching the visitor experience and ensuring that both the artworks on display and members of the public remain safe at all times.
- To proactively seek out opportunities to talk and engage with visitors, sharing your own knowledge, enthusiasm and passion for the wider cultural programme and offering details about forthcoming exhibitions, special events and bookable workshops.
- Carry out audience surveys through questionnaire and actively encourage visitors to share their feedback and comments on their experience, responding to any queries accordingly.
- Resolve routine problems and site issues that may hinder or damage a visitor's experience, for example providing directions or helping with car parking.
- Strive to resolve issues quickly before they escalate using a range of communication styles to suit our different visitors.
- Share knowledge with colleagues and support new team members to fully understand procedures, expectations and best practice.
- To ensure that the galleries and retail space remain secure; that the areas are clean and well presented; that all exhibits and artworks are condition checked and secure; that all equipment is safe and in working order; and that all promotional marketing material is well stocked.
- To have a visible and welcoming presence in the centre's gallery spaces and reception, providing customer information and guidance relevant to the ever changing programme, as directed by the Visitor Experience Manager.
- Under the guidance of the Visitor Experience Manager ensure the safety of visitors to the NCCD.
- Maintain up to date and good knowledge of NCCD fire, safety and evacuation procedures and facilitate the evacuation in the event of an emergency and as directed by operational management.
- Anticipate and resolve potential safety issues that may affect a visitor before they

arise, or where not straightforward quickly escalate to the Visitor Experience Manager.

- Be present and alert during opening hours to ensure the health and safety and comfort of all visitors and report problems to the Visitor Experience Manager/Operational management.
- At time assist the Programme Manager in installing, de-installing and researching and developing upcoming exhibitions.
- Assist the Visitor Experience Manager in researching new stockists, with a focus on high quality local and regional products and designers, reporting stock levels and accurately reporting sales.
- Accurate cash handling including the handling of customer payments, both cash and credit/debit cards. Daily cashing up in accordance with company finance systems and procedures, as directed by the Visitor Experience Manager. Daily takings will be in the region of c. £200-500.
- Any other duties consistent with the role and as requested by the Visitor Experience Manager.

Accountabilities:

3.1. Delivering Results

- Ensure that good relationships are developed with customers, supporting continued business development and a positive company reputation.
- Post holder is at all times representing Lincs Inspire and as such should portray a smart, positive and professional approach.
- Gallery events and activities, as directed by operational management are programmed in advance and their timely delivery is essential.
- Actively promote special events and bookable workshops to visitors, encouraging secondary spend and dwell time.

3.2. Managing Resources

- Be responsible for the handling of cash, under supervision of operational management, this may range from £200-500.

3.3. Compliance with Statutory Regulations

- Fully understand and apply all relevant operational procedures and standards as directed by the Visitor Experience Manager.
- Ensure all equalities, health and safety, and safeguarding policies and procedures are adhered to.

4. Contacts and Communications

- Regular customer contact, establishing a first impression for the company and therefore supporting the company's business development.
- Staff contact across the NCCD.
- From time to time supporting supplier deliveries and collections and ensuring accuracy at all times.
- The post holder will also respond to routine customer enquiries relating to an event or service. All complex or contentious enquiries will be handled by the venue's Operational management.

Decision Making – Planning, Creativity and Innovation:

5.1. Planning

<ul style="list-style-type: none"> Adherence to event programming is essential, including any required pre or post activities, as determined by the venue's Operational management. For example set up/clearance times. Assist Operational management with the planning and coordination of events both internally and externally, and in accordance with the organiser/hirer's requirements
5.2. Creativity and Innovation
<ul style="list-style-type: none"> High standards of presentation are essential to ensuring a positive customer experience Flexibility and the ability to adapt to changing customer requests will also support a positive customer experience
5.3. Decision Making – Discretion
<ul style="list-style-type: none"> The post holder will work within defined delivery guidelines and legislation as directed by the Visitor Experience Manager. However, from time to time swift responses to customer requirements may be needed. Advice and guidance will be available at all times.
5.4. Decision Making – Consequences
<ul style="list-style-type: none"> The post holder will work as part of a team to ensure a positive and well informed customer experience. Advice and guidance is readily available from the venue's Operational management and therefore any effect of a decision is likely to be short term, readily identified and remedied with minor impact.

Working Environment:		
6.1. Work Demands		
<ul style="list-style-type: none"> The post holder will work within a programme of set tasks as part of a structured work programme. Work may be subject to change as a result of cancellations or amendments to programmes of activity. 		
6.2. Physical Demands		
<ul style="list-style-type: none"> The post is essentially working in a front of house environment, requiring periods of sitting, standing, lifting and carrying. Frequent tidying of the galleries and retail area will be required to ensure the best visitor experience, as directed by the venue's Operational management and in accordance with current requirements/legislation. Installing and de-installing exhibitions and retail displays required during periods of changeover requiring some physical exertion. 		
6.3. Working Conditions		
<ul style="list-style-type: none"> Majority of events and activities will be delivered within the gallery environment Occasional special external events may take place in partner facilities or as part of a wider borough event 		
6.4. Work Context		
<ul style="list-style-type: none"> Flexibility in work patterns is essential as evening and weekend work is required. Delivery timetables can be subject to changes. Lincs Inspire operates services 7 days per week, including bank holidays which can often be busy times for events. 		
Knowledge and Skills	Essential or Desirable	Assessment Method (Application/ Interview)
Demonstrates a track record or undertaking work of a similar nature and gaining experience in:		
Retail and Front of House environments	E	A/I
Front facing customer services	E	A/I

Working within a visitor centre or cultural venue	D	A/I
Demonstrates a knowledge of:		
Safeguarding Children and Adults policies and procedures	D	A/I
Health and safety regulations and Environmental Health standards and compliance	E	A/I
Evidence the following skills and abilities:		
Customer service skills	E	A/I
Presentation and interpersonal skills	E	A/I
Cash handling and use of tills/credit and debit card facilities	E	A/I
ICT skills including spreadsheets and data collation	E	A/I
Education and qualifications:		
Minimum Maths and English to GCSE or equivalent standard	E	A
First Aid Qualification	D	A
Customer service training	D	A
Safeguarding Children preferably LSCB Level 1	D	A
Working arrangements:		
Requirement to work flexibly to support event and activity timetabling	E	A/I

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