

## Visitor experience team leader

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**Reports to:** ticketing experience manager  
**Shared responsibility for:** visitor experience assistants and volunteers (team of around 100)  
**Contract:** permanent

### Overview

The Design Museum is the world's leading museum devoted to contemporary design in every form. The museum reopened in a fantastic new building in Kensington in November 2016. Since then the Visitor Experience team have welcomed almost 1 million people to the museum, engaging with varied and growing audiences for the museum's exciting range of exhibitions, public programme and events.

You will be an experienced and energetic leader who can enthuse, motivate and engage our fantastic team of Assistants and Volunteers. The Visitor Experience Team Leaders have responsibility for all public areas of the museum day-to-day and will be committed to providing the best welcome, engagement and customer service, achieving admissions and donations income targets and supporting all teams across the museum in ensuring the building is well-presented and safe at all times.

### Job description

#### Duty management

- Follow opening and closing procedures across the museum, working closely with other key delivery teams to ensure spaces and events are properly set up, prepared and cleared
- Be a trained First Aider and Fire Warden and to lead health and safety, emergency and business continuity procedures as part of the museum-wide response team
- Ensure that visitor information and signage is correctly displayed in all public areas, that queues are well-managed and that communication is clear to all visitors, staff and volunteers
- Plan and deliver comprehensive, motivating and informative daily briefings to the entire team throughout the day, ensuring excellent communication and enabling the team to deliver the best service to visitors
- Compile daily rota plans for Visitor Experience Assistants and Volunteers and ensure that all essential positions are staffed, taking action to address staffing shortages in line with department procedures
- Ensure that additional visitor activities or events are well coordinated, working collaboratively with activity leaders, events managers and the facilities team
- Be able to troubleshoot all ticketing and sales systems used by the team and ensure an excellent quality of service at all sales points across the museum
- Responsible for cash handling, daily ticket reporting and reconciliation processes

- Undertake straightforward technical troubleshooting in exhibitions and displays and for equipment including radios, mobile devices, signage systems and any other appropriate technical support

#### **Team leadership**

- Lead the Visitor Experience team across the museum, including the sales and gallery positions, visitor welcome, interactive and engagement positions and at museum events
- As an active and visible leader, model how to achieve the museum's standards of service, welcome, engagement and up-selling culture for all Visitor Experience team members. To understand who the museum's audiences are and support the team to meet and exceed their expectations
- Ensure all Visitor Experience team members are attaining the required levels of presentation, time-keeping, attitude and behaviour at all times. Report any issues and feedback to the management team, working together to decide on actions required
- Share the management of the Welcomer volunteers, ensuring they feel included as integral members of the team; be responsible for their induction, daily briefing and supervision and for timely review meetings
- Working closely with the management team, support the recruitment, training, coaching and ongoing development of all Visitor Experience Assistants. This will include holding regular formal and informal 1-2-1 sessions, supporting the appraisal process and in preparing engagement research material and training sessions for exhibitions

#### **Ticketing and sales advocacy**

- Undertake training and regular updates in the ticketing, sales and CRM systems to supervisor-level and work closely with the management team to ensure the excellent delivery of the ticketing, sales and booking services
- Be the advocate for donations and up-selling exhibition tickets, membership and commercial offers including retail and catering. Able to coach all team members on active selling skills
- Ensure an excellent level of service is delivered to all visitors at sales points including preparing tills and maintaining floats throughout the day, managing queues, ensuring all individuals are up-selling effectively, supporting the sale of retail and any additional services such as audio and multimedia guides and exhibition products
- Provide support to the Ticketing Experience Manager in training and coaching all Visitor Experience Assistants in the ticketing system and booking service, be able to undertake event and ticket administration in the back office including setting up or adjusting events, reporting and finance

#### **Rota and administration**

- Work closely with the management team to ensure the department master rota is managed effectively, within agreed staffing levels for core museum activity, public programme and events

- Proactively manage the rota to address any staff shortages, sickness or short-notice requests for support from other teams
- Undertake the regular payroll processing and checking procedures, ensuring all required documents are accurate and submitted within deadlines to the finance team
- Provide step-up support to cover the management team's essential duties

### **Special demands of the job**

The Visitor Experience Team Leader is responsible for delivering a varied range of activity across the museum including the busy events schedule with early starts and late finishes on a rota basis. Flexibility to be able to work and travel at weekends and on public holidays is essential.

### **Person specification**

#### **Essential**

#### **Experience**

- Customer service in a public-facing environment with practical experience of leading and motivating a team
- Managing a large rota effectively
- Duty management responsibilities including health and safety, security and cash handling procedures in a public-facing environment
- Meeting and exceeding income targets and motivating others to achieve these targets
- Excellent computer skills including extensive use of Microsoft Office applications

#### **Skills**

- To have a confident, friendly and problem-solving attitude, especially in front of large groups of people and in high-pressure situations.
- Understanding of how principles of diversity and accessibility applies to a public-facing organisation
- The ability to communicate clearly and accurately in English through various methods including person-to-person and in group briefings, written information on signage and by email and telephone. Second or further languages would be very advantageous.
- A passion for exceeding visitor expectations, willingness to go beyond core duties to ensure an excellent experience and achieve this culture in others
- The ability to pay attention to detail and provide a consistent level of service at all times
- The willingness to learn about the importance of design in the world around us and be able to support research and training sessions on design knowledge and exhibition content

#### **Desirable**

- Experience of working with ticketing and/or point of sale systems
- Understanding of risk assessment processes, requirements of the Disability Discrimination Act, health and safety and licensing legislation
- First Aid trained and experience of undertaking duty First Aider role

- Experience managing volunteers and some understanding of best practice in involving volunteers
- Experience of recruitment and training team members, line management and setting forward job plans

**Terms and conditions****Salary: up to £24,000 per annum, dependent on experience****Holidays: 25 days per annum****Hours: full-time, 40 hours per week**

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

**Application process**

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to [applications@designmuseum.org](mailto:applications@designmuseum.org).

**Please quote job ref: VETL/2018 in the email subject header****Applications must be received by 6pm on Thursday 15 March 2018****Interviews will be held at the Design Museum on Tuesday 20 March 2018. Please state in your covering letter if you cannot be available on this day.**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

**About the Design Museum**

The Design Museum has built the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in striking transformation of a warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the landmark 1960s building in Kensington. Leading designer John Pawson converted the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

#### **Our vision**

We want everyone to understand the value of design

#### **Our mission**

To create the most inspiring, exciting and engaging Design Museum in the world

#### **Our values**

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life

**Enterprising** working hard to make the museum a financial success and build a strong commercial reputation

**Provocative** challenging people to look and think afresh about design

**[designmuseum.org](http://designmuseum.org)**