

Visitor Experience Team Leader

Reports to: Visitor and Ticketing Experience Managers
Shared responsibility for: Visitor Experience Assistants and
Volunteers (team of around 100)
Contract: Fixed term 18 months

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 over 750,000 people to the museum, engaging with varied and growing audiences for the museum's exciting range of exhibitions, public programme and events.

Joining the Visitor Experience team is a unique opportunity to shape, lead and motivate the large team of assistants and volunteers as the museum continues to develop beyond the first full year in its new home.

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

- Undertake all pre-opening and closing checks across the museum, working closely with all key delivery teams.
- Be trained to lead on key aspects of the museum's health and safety, emergency and business continuity procedures.
- Compile the daily rota plan for Visitor Experience Assistants and Volunteers and ensure that all essential positions are staffed and to take action to address staffing shortages in line with department procedures.
- The central point of contact for all teams providing services, events and visitor-facing activity across the museum. To ensure that the overall visitor experience is well managed including activities and events through working collaboratively with activity leaders, events managers and facilities team members.
- Responsible for daily cash-handling, ticket reporting and reconciliation, float management and supervisor-level duties for the ticketing function.
- Be trained and able to undertake technical AV and IT troubleshooting in galleries and with key museum equipment including radios, mobile devices, signage and any other essential technical support.
- Ensure that visitor information is correctly displayed in all public areas, to be trained on the digital signage content management system and that all communication material is stock and well-presented.

Visitor experience team leadership

- Lead the Visitor Experience team (VE Assistants and volunteer Welcomers) across the museum, including the ticketing 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.
- Plan and deliver informative and motivating daily briefings to the team and maintain excellent communication to all visitor-facing staff so that they are equipped to deal effectively with all visitor enquiries.
- Working closely with the Visitor Experience Manager, 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.
- 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 Visitor Experience Manager, working together to decide on actions required.
- Manage the Welcomer volunteers, treating them as integral members of the museum and VE team; be responsible for their induction, daily briefing and supervision and for timely review meetings.

Ticketing

- Undertake training in the museum ticketing and CRM system to supervisor level and work closely with the Ticketing Experience Manager on all aspects of the day to day ticketing and booking service.
- Be the advocate for cross-selling with retail and catering offers and to encourage active up-selling to all visitors for the temporary exhibitions and membership.
- Follow and help develop queue management procedures including supporting mobile ticket selling and encouraging visitors to book tickets on their own devices.
- Provide support to the Ticketing Experience Manager in training and coaching all Visitor Experience Assistants in the ticketing system and service, be able to undertake event and ticket administration in the back office including setting up or adjusting events, reporting and finance.

Rota administration and management team support

- Work closely with the Visitor Experience Management team to ensure the department 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 events team.

- Undertake the regular payroll processing and checking procedures, ensuring all payroll documents are accurate and submitted within deadlines to the finance team.
- Provide step-up support to cover the Ticketing and Visitor Experience Managers' essential duties.

Special demands of the job

The Visitor Experience Team Leader is responsible for delivering a varied range of activity across the museum, not just core public hours 10.00-18.00, but also the busy events schedule including 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 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.

Desirable experience or capability to be trained

- Experience of working with ticketing and/or point of sale systems
- Understanding of risk assessment processes, requirements of the Equality Act 2010, 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

Skills and attributes

- 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.

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.

Please quote job ref: VETL/2018 in the email subject header.

Recruitment for this role is ongoing from 11 December with final applications accepted at 6pm on 7 January. Interviews will take place during this period and early application is advised.

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