

## JOB DESCRIPTION

JOB TITLE : Visitor Services Manager  
REPORTS TO : Head of Operations & Business  
DATE JD PREPARED : 17<sup>th</sup> June 2010

### 1. JOB PURPOSE

To lead teams and activity within the front of house areas to ensure the best possible quality of visitor experience and commercial performance is achieved at all times.

### 2. DIMENSIONS

#### STAFF

Staff reporting directly to this post:

- Staff salaries £200k +
- Retail Manager
- 2 x Gallery Supervisors
- Volunteer Coordinator
- *Events & Business Coordinator (tbc)*

#### RESOURCES

Budgets that this role has shared or sole accountability for:

- Staff salaries £200k +
- Operating Budget £60k +
- Commercial Income Targets £150k+

#### ADDITIONAL

- Providing operational management and leadership for all front of house activity.
- Managing the Retail business and developing Corporate and Events business.

### 3. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

#### KNOWLEDGE

- Best practice in visitor management and operating public access buildings
- Principles of great customer service – underpinned by a healthy interest and experience in arts / galleries / museums
- Recruiting, managing and leading high performing teams
- Commercial awareness and retail practice
- H&S management in a visitor related environment inc. risk assessment.

## SKILLS / ATTRIBUTES

- Highly diplomatic, able to achieve satisfactory outcomes when resolving problems and crisis involving members of the public
- Planning and delivering operations and major events
- Well developed written and verbal communications skills
- Inspiring and motivational leadership, having strength of personality and well developed soft skills
- Monitoring and reporting on kpi's
- Devising and operating staffing rotas
- Working flexibly and reliably
- Numerate, literate and possessing good IT skills

## EXPERIENCE

- Leading a high quality visitor operation
- Commercial experience. inc. cash handling processes and business development.
- H&S mgmt and security practice in a public access building
- Setting and improving standards of performance for individuals and operations
- Managing people inc. recruiting and performance management best practice
- DDA awareness and good working knowledge of supporting the requirements of relevant legislation, meeting the needs of a diverse audience

## 4. KEY RESULT AREAS

1. Ensuring that visitors receive the highest possible standard of cust service at all times when on site.
2. Ensuring that all visitor facing staff are fully trained and motivated to deliver a high standard of service to visitors.
3. Meeting performance targets in commercial operations.
4. Ensuring that F o H areas look great and are a credit to the gallery during hours of opening.
5. Ensuring a responsive and listening VS operation is in place and that standards are improving all the time.
6. Maintaining and improving efficiency and effectiveness wherever possible and necessary.
7. Ensuring that all routine and internal support services, such as reception and telephony support, opening up / locking down are effectively provided by Gallery Assistants.

## 5. COMMUNICATIONS AND WORKING RELATIONSHIPS

### OPERATIONAL

- Head of Operations & Business
- Café Manager
- Retail Manager
- Visitor Service Supervisors
- Gallery Assistants
- Operations Management Administrator
- Estates Manager & Technician
- Volunteer Coordinator
- Curators and Learning Officers
- Gallery Manager & Technician

### MANAGEMENT

- SMT members (Heads of i. Learning, ii. Collections & Exhibitions, iii. Communications and iv. Development).
- Finance Manager

### EXTERNAL

- Suppliers
- Consultants (e.g. H&S,)
- Professional contacts and networks

## 6. ADDITIONAL INFORMATION

The Visitor Services Manager ensures that The Hepworth Wakefield is a *must-visit, must-return-to* visitor venue, offering a lively and interesting day out for all visitors.

The VSM will provide the key input in planning and shaping the entire visitor services operation for the gallery as it prepares to launch in May '11. This is clearly the critical role in helping to establish the right cultures and attitudes for the front of house offer, connecting and extending these directly with The Hepworth Wakefield's core values and brand identity aspirations.

Organising and delivering duty management services, recruiting, inducting, leading and inspiring the Supervisors and Gallery Assistants to provide a high quality visitor experience will be essential.

The postholder will ensure that rotas are developed and administered for all front of house and visitor facing roles and taking part in the duty management rota will mean that a degree of regular weekend and evening working is a requirement of the post. The VSM will take the lead in managing the safety and well being of all visitors to the gallery and will drive the risk assessment and safety management regime for front of house operations.

They will provide the main operational point of contact with café and catering operators and with other business partners in visitor services areas. They will ensure that visitor services team members manage the timely and effective opening up and closing down of the gallery daily and that all security and access control procedures are adhered to and developed as necessary. They will work closely with other gallery staff to provide comprehensive, up-to date visitor information to help ensure visitors get the most out of their visit. They will take the lead in coordinating major visitor related events and functions, to support programme, entertainment or commercial objectives.