

Job description for *Head of Visitor Experience*

Department:	<i>Collections and Public Engagement</i>
Reporting to:	<i>Collections and Public Engagement Director</i>
Salary:	<i>£35,000-37,000</i>
Hours:	<i>37.5 hours per week Tuesday – Saturday or Sunday – Thursday incl bank holidays and evening work</i>
Holiday:	<i>25 days holiday plus 8 days public holidays</i>

American Museum & Gardens

The mission of the American Museum & Gardens (AM&G) is to educate, stimulate, and inspire its visitors to further the understanding of American history and culture. The Museum carries out this mission through the presentation of its historic rooms, its decorative art and folk-art collections, and its special exhibitions, learning programmes, and gardens. Our organisation is the only one of its kind outside the boundaries of the United States. We welcomed 70,000 visitors last year, most of them British.

It is an exciting time to join the AM&G, with a new leadership team in place and a new strategy which has led to a significant increase in visitor numbers, revenue, and deeper engagement with our audiences. We are looking to continue to grow in the coming years and this newly created role will play an important part in helping to achieve our goals.

About the role

The *Head of Visitor Experience* role, reporting to the Collections and Public Engagement Director, is responsible for ensuring a high quality visitor experience across all that we do, for all of our visitors. You will lead the Visitor Experience staff and volunteers to achieve a confident, streamlined, operationally efficient and commercially focused team that will actively contribute to growing our visitor numbers and to positive financial growth for AM&G. The successful candidate will oversee the visitor experience to ensure a smooth running of all visitor experience related activities, including day-day management, creation and delivery of private and public events while helping drive and optimise commercial income from ticketing and secondary spend opportunities. This new role will work collaboratively with staff across the Collection and Public Engagement department as well as other AM&G departments including the Estates, Finance and Business & Development teams.

Successful applicants will come with:

- Extensive operational and commercial leadership experience in hospitality, visitor experience, retail or other leisure or cultural sector based customer facing organisation
- The ability to inspire, coach and develop teams, including experience of working with a range of volunteers
- A flexible can do approach with excellent relationship skills

The key elements of the role are:

- Ensuring that we have a welcoming and inclusive visitor experience for all of our current and future visitors, leading on visitor experience for AM&G as a member of the Leadership Team
- Leading the Visitor Experience team, driving cultural change to create high performing teams and ensure consistency in providing excellent customer service through direct line management of the Duty Managers, Events Coordinator, Visitor Experience Officer and overseeing the volunteer programme
- Working closely with the Collections & Public Engagement Director to understand the competitive environment and engage with similar institutions to learn from best practice, and use that insight to design new elements of the visitor experience offer.
- Keep abreast of industry developments and societal change and ensure that these are taken account of in the development and delivery of the visitor experience plans.
- Create an annual training programme for all front of house and volunteers teams to ensure our visitor experience offer is consistent and that we are providing excellent service.
- Ensure policies, standard operating procedures and risk assessments are in place within the department and embedded in work practices.
- Oversee budgets including monthly reporting and tracking expenditure for the department.

Visitor Experience

- Implement, monitor and analyse financial, and non-financial KPIs for the Visitor Experience team. Suggesting and implementing measures and actions to improve and develop.
- Oversee visitor statistics and feedback including visitor surveys, social media reviews, Visit England assessments and individual customer testimonies, making adjustments and suggestions to continuously look at refining our offer.
- Ensure there is appropriate and up to date wayfinding and signage across the site and maximising opportunities to update and improve this.
- Ensure rotas are issued in a timely manner and roles are filled to allow for smooth day to day operations while also looking to find efficiencies in how we work.
- Act as Duty Manager to cover absences such as illness and annual leave.

Volunteering

- Support our current volunteer base by ensuring good communication and training, and by demonstrating our ongoing appreciation for their support.
- Look to develop our current volunteers by overseeing the rotas, and by growing and diversify our volunteer programme through refining and creation of new roles and responsibilities and how we recruit.
- Work with Collections and Public Engagement Director on a forward strategy as we adapt to societal changes, trends in volunteering as well as future business needs.

Revenue generation

- Support revenue generation and growth to ensure ticketing revenue is optimised, ticketing EPOS systems are developed and accurately maintained, and all Gift Aid, and Direct Debit activity is managed effectively and is compliant while ensuring opportunities for up-selling and cross-selling are maximised, such as membership.

- Oversee all public and private events led by the Events Coordinator to ensure smooth operational delivery for AM&G and our visitors and clients while looking to increase revenue and visitation. Act as Event Lead as required.
- Work with the Marketing and Communications Manager, Learning Officer and Visitor Experience Officer to grow group and school bookings.

Personal specification

Essential:

- Leadership experience with the ability to inspire and lead teams particularly during a period of change and growth
- Extensive experience of operational and commercial leadership within the cultural, leisure or retail sector
- Knowledge and experience of working with and developing a range of volunteers with varying levels of commitment and skills
- Strong interpersonal skills, able to relate effectively and appropriately to a wide range of people
- Excellent written and verbal communication skills
- IT skills (using Microsoft Office)
- Ability to plan resources and suggest efficiencies to streamline work (staffing and expenditure)
- Customer focused keeping the visitor at the heart of all that we do
- Experience of anticipating, planning for and managing difficult situations and conflict resolution
- Knowledge of H&S, particularly emergency response and risk assessments
- Flexible, with the ability to adapt and respond to on-going growth while managing a team through busy peaks and troughs

Desirable:

- Experience overseeing delivery of events with multiple stakeholders
- Previous experience and/or interest in an arts/heritage/cultural sector including working in a historic building

Other

- Promote and support the charitable aims of the Museum.
- Take positive action to promote Equity, Diversity and Inclusion in all aspects of the Museum.
- Abide by organisational policies such as health and safety, and safeguarding.
- Maintain confidentiality in all aspects.
- Be flexible and undertake any other reasonable responsibilities appropriate to this role.

Benefits for working at the American Museum include:

- 20% discount on purchases in our Deli and 10% discount in our shop.
- Free parking.
- Free entry to the Museum for you and your immediate family, and 6 guest passes.
- 25 days annual leave plus bank holidays.
- Wellbeing programme (free weekly yoga classes).
- Pension Scheme 8% (4% museum, 3% personal contribution and 1% from government).
- First Bus Commuter Travel Club.

- Weekly raffle draw for Little Theatre club.
- Healthshield Membership.

Other information

The American Museum & Gardens is committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults, and expects all staff members to share this commitment. This role may be subject to a basic Disclosure and Barring Service (DBS) check. If called for interview, you will be asked to disclose details of any convictions which are not yet spent. The American Museum & Gardens is an equal opportunities employer.

To apply

To apply please send a **CV and covering letter** outlining how you meet requirements of the role, together with a completed **Equal Opportunities Monitoring Form** to jan.english@americanmuseum.org or by post to Jan English, American Museum & Gardens, Claverton Manor, Bath BA2 7BD. **Closing date for applications:** 9:00 am 19 February 2024.