



National Emergency Services Museum (NESM)

Location: The Old Police/Fire Station, West Bar, Sheffield, South Yorkshire, S3 8PT

Post: Visitor Services Co-ordinator

Reports to: CEO

Salary: £9.00 per hour

Type: Full-time position, yearly contract, 35 hours per week (Including weekend and evening work as required).

Scope: To co-ordinate the Visitor Services team of both staff and volunteers giving a welcoming and enjoyable experience to our visitors. Your role will be to manage and work alongside our staff and volunteers to co-ordinate the day-to-day running of the visitor attractions and to work alongside the CEO to support the ongoing development of the museum and the charity.

Job Role: To work under the direction of the CEO, to co-ordinate our visitor facilities including front of house, coffee shop, gift shop, education and group visits as well as daily staffing and workloads. To be customer-focused and pro-active in welcoming and advising our visitors and ensuring they have an enjoyable and safe visit. Utilise exceptional selling skills to promote and maximise sales of merchandise, tickets and membership. Working as a team with both staff and volunteers, other museum departments and contractors, to ensure the Museum's mission, vision and values are cohesively delivered through the visitor experience.

Job Description:

The Visitor Services Co-ordinator is responsible for:

1. Reception and Ticketing Desk
 - a. Pro-actively welcoming and engaging with all visitors, including groups and special needs, to provide a welcoming and informed experience on entry into the Museum.
 - b. Keeping up to date with and promoting knowledge of the collections, current and future exhibitions, events, learning activities, tours, the Museum facilities and partner attractions.
 - c. Utilising selling skills to promote and maximise revenue, through actively selling membership, current and future exhibitions, events, learning activities, tours and corporate hire.
 - d. Directing visitors through the Museum.
 - e. Managing daily bookings and staff rotas.

- f. Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner. Calling on the support of the Head of Museums and Collections or other management when appropriate.
- g. Managing visitor feedback forms and encouraging visitors and groups to complete.
- h. Ensuring the museum and front of house looks well presented at all times; clean and tidy, with well-stocked information leaflets throughout.
- i. Deal with enquires and daily requests via telephone and email.

2. Retail

- a. Achieving and managing sales and key performance indicators, including average transaction value and spend per visitor, through pro-active engagement with customers; demonstrating excellent product knowledge, handling objections and upselling.
- b. Maintaining Visual Merchandising to the highest standards and presenting a strong shop image.
- c. Ensuring stock is correctly priced and barcoded for accurate scanning at point of sale.
- d. Replenishing shop stock in an efficient manner and ensuring best sellers are out in bulk to meet customer demand. Receiving deliveries, completing accurately and ensuring stock is stored securely, as per stock control procedures.
- e. Keeping shop standards to a high level by ensuring daily cleaning is carried out, as per cleaning standards.
- f. Keeping shrinkage to a minimum by adhering to stock control and write-off procedure, dealing with the preparation and inputting of regular stocktakes.
- g. Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner. Calling on the support of the CEO or other management when appropriate.

3. Systems and Finance

- a. Ensure NESM's financial, PCI compliance, cash handling and banking procedures are strictly adhered to in relation to audit and security purposes.
- b. Maintaining accuracy of the ticketing system by ensuring information is scanned or keyed in correctly when processing transactions.
- c. Actively promoting and processing membership and other partner attractions.
- d. Promoting, packaging and processing of all mail order and on-line purchases.
- e. Ensure all tills are cashed up, checked, faults reported and prepared for the following day.

4. Internal Relationships

- a. Develop and maintain effective internal relationships with all Museum Departments, working closely with key staff and volunteers to facilitate the operation of the Museum.
- b. To support other Museum departments/teams, such as Learning by welcoming in and engaging with groups, which may include events attendees, birthday party groups and school groups.
- c. Being present throughout events, to ensure our visitors have an enjoyable, safe and secure experience.
- d. Ensuring the smooth running of all visitor services by following instructions given by the CEO and working together, as a team, across all areas including actively supporting our volunteer programme.
- e. Supporting and co-ordinating volunteers and new team members.
- f. Maintain effective lines of communication with management, promptly reporting back on anything which may affect the smooth running of operations and delivery of excellent customer service.

5. Health & Safety and Security

- a. Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines, including Health & Safety and Safeguarding policies, and ensuring the safety and welfare of visitors, staff, volunteers and contractors at all times.
- b. Conducting daily health & safety and security checks of the museum. Promptly communicating any issues or concerns to the relevant person.
- c. Managing and adhering to fire evacuation procedures. Pro-actively implementing and ensuring all visitors are evacuated safely.
- d. Responding to any first aid incidents, promptly alerting a first-aider and following accident reporting procedures.

6. In addition, the post holder is required to:

- a. Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- b. Ensure that the Museum's accounting and financial procedures are strictly adhered to and embed a culture of control and financial discipline.

- c. To promote efficient and cost-effective methods of working. To play a full part in the generation of income and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources.
 - d. Carry out his/her duties in accordance with Equal Opportunities.
 - e. Travel to and operate from all museum locations and sites where the collection or parts of the collection are held, or carried on, as and when necessary. UK and some foreign travel may be required. The post holder may be required to work off-site including at partner museums.
 - f. The post holder must co-operate fully with the Management in pursuance of the Museum's aims, as set out, and to enhance the Museum's standing and reputation through its contact with the public and the media. This will include membership of various development and other teams set up from time to time and reporting to the CEO.
7. The post holder will wear official NESM uniform, which will be issued on commencement. Uniform will be exchanged when required. The visitor services team are generally the first persons that the public see when visiting the Museum, therefore dress and personal presentation must always be of the highest standard.
8. The post holder will be required to attend, run and actively participate in training sessions, to ensure up to date knowledge of the job role and its requirements. This training may involve travelling off-site.
9. The post holder is required to have knowledge and experience in the visitor attraction / museum sector.
10. Appointments are subject to a six-month probation period. The post holder is required to give two months notice in resigning.
11. The appointment will be subject to a DBS Check.
12. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the museum. This job description may be reviewed and updated.

Matthew Wakefield
Head of Museums and Collections
National Emergency Services Museum

E-Mail: m.wakefield@emergencymuseum.org.uk **Telephone:** 0114 2491 999 **Date:** 29th March 2017