



## JOHN WESLEY'S NEW ROOM

### Visitor Experience Officer – Job Description

**Salary:** £25,000 per annum

**Contract Type:** Permanent

**Contracted Hours:** Full time. 40 hours per week, including two weekend days per month on a rota basis (time off in lieu given once contracted hours have been worked)

The Visitor Experience Officer is responsible for the day-to-day management and development of visitor services and operational activities at John Wesley's New Room (JWNR) to ensure the delivery of an exceptional visitor experience, including the implementation of its retail activities, under the direction of senior management.

#### **Main Objectives**

- 1) To take day-to-day operational responsibility for the visitor experience across the whole site, including dealing with enquiries from visitors and volunteers.
- 2) To manage the gift shop including the planning and selection of a range of products to sell in the shop, regularly reviewing sales performance indicators to ensure products meet customer demand and maximise the profitability of the retail offer.
- 3) To develop a thorough knowledge of the site, the stories it tells, the facilities, and commercial services offered to ensure JWNR is efficiently managed to deliver the standards and targets expected.
- 4) As a member of the JWNR staff team, to work closely with the management team in the delivery of JWNR's vision, business plan, and wider strategic objectives.

#### **Key Tasks and Responsibilities**

##### Visitor Experience

- To act as Duty Manager at JWNR to ensure the site is opened and closed in accordance with the agreed operational and security procedures.
- To cover welcome desk when trained volunteers are not available to do so.
- To respond to visitor and volunteer enquiries in person, by phone and email.
- To consistently monitor and evaluate the visitor experience, feeding into marketing and organisational planning, implementing improvements accordingly.
- To be responsible for the presentation of the premises ensuring that high standards are maintained at all times.
- To take the lead for group booking administration and communicate the needs of the group to the tour guides and relevant staff.

##### Volunteer management

- To manage, motivate, train, and develop the visitor services volunteer teams to deliver the highest standard of visitor service at all times.

- To manage rotas, ensuring appropriate numbers of volunteers are on duty.
- To carry out daily volunteer briefings, making sure that the volunteers have a clear understanding of their roles and responsibilities and are ready and able to operate in a friendly and efficient manner.
- To assist Volunteer Coordinator with the recruitment of new volunteers, including interviews, inductions and identifying new volunteer opportunities.
- To report to the Volunteer Coordinator on the performance of the volunteers with recommendations for specific action where appropriate.

### Commercial Operations

- To confirm conferences and event bookings, including room hire.
- To deliver daytime and occasional evening events, including set up, clear down & service, so that they run in accordance with the booking.
- To drive income for the gift shop, be responsible for all stock purchases, stock control, including stock take and to keep pricing and purchases in line with budget and policy.
- To manage and develop the online shop including processing sales.
- To seek opportunities to improve and innovate the retail offering.
- To ensure that appropriate financial and cash handling procedures and controls are always in place, and that a full audit trail is maintained and available for inspection.
- To manage budgets for areas of responsibility and provide regular reports to senior management on performance and any variations to the budget.
- As a member of the staff team, to develop and deliver a commercial approach to the running of JWNR, including the commercial growth of the retail operation, events, and functions, with suggested strategies to maximise commercial opportunities and increase revenue streams.

### Health & Safety (H&S)

- To understand and comply with all H&S policies and procedures for the site and ensure they are being adhered to.
- To ensure that the necessary risk assessments, accident and incident reports, and routine inspections in relation to public areas are completed, logged, and communicated as required.
- To conduct regular checks to ensure a safe working environment throughout the premises, working closely with senior management to ensure the safety of all visitors whilst on the premises.
- To ensure that all volunteers are fully trained in fire safety and emergency procedures, including safeguarding and evacuation procedure.
- To act as a designated first aider and ensure that first aid kits are kept stocked.

### Other responsibilities

- To provide support for the catering team if required at peak times.
- Any other duties as may be reasonably expected as requested by the Directors.

# Visitor Experience Officer – Person Specification

## Essential

- Experience working in the museum, heritage, or similar sector.
- Experience working in a visitor customer facing environment – ideally in a museum, heritage, or similar attraction.
- Experience in supporting and motivating a team of volunteers.
- Experience providing administrative support.
- Experience with EPOS till systems and cash handling.
- Excellent communication and people management skills.
- Adaptable, reliable, and willing to jump in when needed in a reactive environment.
- Self-motivation and initiative with a solution focused approach to problems.
- Strong organisational and time management skills.
- Excellent IT skills: proficiency in Microsoft, social media, ticketing.
- Willingness to work evenings and weekends as required.
- Sympathy to the Christian ethos and values of JWNR and the Methodist Church.

## Desirable

- Some familiarity with conservation cleaning and facilities management.
- Retail management experience, including familiarity with WordPress WooCommerce or similar online sales platform.
- Experience of managing operational risk, including how to assess and manage risk effectively. Knowledge of relevant Health and Safety, compliance, and emergency procedures.
- Health and Safety qualifications including a First Aid Qualification.