Visitor Experience Manager

*This is a unique opportunity for an experienced professional to join a recently established, passionate and committed team to build on the success of re-opening and further develop our visitor experience offer. Reporting to the Head of Commercial & Operations for Pitzhanger Manor & Gallery Trust (PMGT), the Visitor Experience Manager is a key post responsible for delivering Pitzhanger Manor’s commercial and operational strategy.*

*Are you a creative thinker? Are you solutions driven? Passionate about gallery shops? The post holder will manage a visitor services team who consistently deliver the highest standards of services and commerciality. This team includes a Deputy Visitor Experience Manager, Visitor Assistants and volunteers whose motivation and development is crucial to the Trust’s success.*

*Leading by example you will embody the can-do team culture within our Visitor Experience team that achieves efficient and effective long-term internal operations. Achieving KPI targets and devising new procedures will be key to this role. The visitor welcome, gallery invigilation and retail sales team are interchangeable, with the Visitor Assistants and volunteers working across all areas of the customer journey.*

**Reports to:** Head of Commercial & Operations, Pitzhanger Manor & Gallery Trust

# Key Accountabilities:

**Visitor Experience**

* Ensuring the highest standards of Visitor Welcome, Retail and Galleries interaction through management of a Visitor Experience Team (VET) of staff and Volunteers, ensuring they consistently deliver excellent customer services and provide first point of contact for all visitors including groups and those with access needs.
* Ensuring the team is effectively monitoring the presentation, security and health and safety aspects of the galleries and public spaces throughout the day and ensuring that standards are never compromised.
* Creating a great place to work for both staff & volunteers; leading, motivating and developing the team through coaching, feed-back and regular, structured performance reviews; promoting and embedding a can-do culture of constant improvement to achieve excellent standards and collaborative working across the organization.
* Identifying and implementing new procedures in all aspects of the visitor experience
* Actively engaging with the Pitzhanger’s visitors by responding to enquiries, resolving complaints/incidents and providing summary statistics to the Head of Commercial & Operations regarding the visitor experience.
* Weekly, monthly and quarterly analysis and reporting on key areas of visitor engagement
* Working with internal stakeholders to formulate capacity models and visitor flow for exhibitions, ensuring a safe and enjoyable visit for all visitors.
* Being the main point of contact for First Aid and Fire Marshals and arranging all the necessary training in First Aid and Fire Marshalling the Visitor Experience Team need to support these functions.
* Supporting the Head of Events by managing the Visitor Experience event staffing, including recruitment and training of Event Duty Managers and Event Assistants, to effectively support the set-up and operation of commercial events.

# Commercial Activity

* Managing a first-class shop which delivers to commercial targets, is an extension of our collections and enhances the visitor’s experience of the Pitzhanger brand.
* Working with local artists, produce makers and exhibition studios to create bespoke products unique to Pitzhanger, alongside already existing products to create coherent commercial ranges.
* Effective budgetary control and awareness of stock management, ensuring the PNL is up to date and delivering two retail stock takes annually.
* Leadership of a small team of staff and over 120 volunteers where setting the example is key; stock ordering, working on tills, merchandising displays, stocking shelves, cleaning and excellent customer service to drive sales in the shop and on admissions.
* Developing a target-orientated, commercially focused culture amongst staff and volunteers in the Visitor Experience Team. Creating a team with awareness of and a desire to play their part.
* Actively driving sales for talks and tours, guidebooks, special exhibitions, membership, merchandise and learning activities.
* Giving clear direction to the team on standards of presentation in all Visitor Experience spaces. Creating visually appealing and commercially driven retail displays. Developing the skills and abilities amongst the Visitor Experience Team to guide volunteers in meeting the same standards.
* Responsibility for the physical security of the site and the security of monies and stock. Ensuring that the Galleries’ security, financial, cash handling, and banking procedures are strictly adhered to by the team, in accordance with audit requirements and security best practice.
* Managing all processing of orders (shop and online), invoices and goods received and organising regular stock takes, stock and sale analysis and stock control.
* Attendance at weekends and evenings for Commercial, programme and Education- led events both at the gallery and offsite as necessary.
* Analysing sales performance to develop own knowledge and drive commercial return. Producing written and verbal reports to the Head of Commercial Operations and on occasion to Director and Board level.
* Building, maintaining and administering the reporting suite for visitor figures and income generation for Pitzhanger

# General Management

* Upholding and preserving all conservation directives and policy with the VET
* Effective deployment of team members throughout the public spaces through efficient rotas, ensuring the necessary cover is provided for all agreed opening

hours, including standard, out of hours’ events (corporate or otherwise), and Museum closed periods for access and maintenance.

* To work with the Head of Commercial & Operations in ensuring the buildings facilities and security are monitored
* Working collaboratively with colleagues and partners across the Trust to ensure that the Visitor Experience Team underpins and fully contributes to the Trust’s wider programmes and activities.
* Demonstrating positive engagement with the Trust’s policies on equal opportunities, health & safety, etc.
* Actively supporting the values and vision of Pitzhanger Manor & Gallery.
* Maintaining at all times the highest levels of discretion and confidentiality.
* Carrying out any other duties as may reasonably be requested by the Head of Operations & Retail.

# Ticketing and Systems

* Overall supervision of the ticketing system, ensuring it is regularly updated with the latest relevant offers and any data collected is managed in accordance with GDPR.
* Managing the Pitzhanger Admissions and Retail Systems, ensuring their accuracy and effectiveness and maintain a programme of continuous improvement.
* Working to achieve our commercial objectives and budgets for ecommerce revenue.
* Working with internal and external stakeholder areas to ensure all ticket set up and management, including our online ticketing website is efficiently and effectively managed providing a consistent and agile approach at all times.
* Working collaboratively with other departments to maximise the capabilities of our CRM system, Spektrix, dealing with relevant queries, administration and training.

# Person Specification

* Experience of leading a team to deliver excellent customer service and visitor engagement.
* Ideally operational experience in a heritage, hospitality or arts environment.
* Sound numeracy and budget management skills, experience of EPOS systems – both retail and ticketing, excel, stock management systems
* Experience of administering CRM, Ticketing and Retail Systems
* Excellent retail experience
* An understanding of the requirements of maintaining an Historic Building
* Excellent staff and volunteer management experience and skills
* Experience of delivering excellent customer service
* Highly organized with attention to detail and ability to juggle multiple work streams to deadline
* An understanding of facilities management reporting and maintenance.
* A sound understanding of health and safety and the creation of risk assessments
* A ‘can do’ spirit, flexible in approach with a positive attitude to change
* Ability to work effectively as a member of a small team and with a collaborative approach to achieving organizational goals.
* Enthusiasm for heritage and the arts

# Location

The Trust’s office is located at Pitzhanger Manor, Mattock Lane, London W5 5EQ

# Hours

Full time, 35 hours per week, including weekend work, plus an hour each day for lunch. As a senior member of staff, you are required to work flexibly and, on occasions and within reason, undertake the hours which the job requires. Attendance may be required at certain events on weekday and weekend evenings. No overtime will be paid for attending these events, but time off in lieu will be given (to be agreed in advance with the Head of Commercial and Operations).

# Salary

£30 - £32k depending on experience

# Process for Application

Submit a CV and covering letter (max.400 words) summarising how your skills and experience meet the job description and person specification for the role with the subject heading ‘Visitor Experience Manager’ to [applications@pitzhanger.org.uk](mailto:applications@pitzhanger.org.uk) by **Friday the 18th of October.**

Interviews for selected candidates will take place in Ealing, London W5 on **Thursday the 24th of October.**

For an informal conversation about this role please contact Head of Commercial & Operations Darrell Wilson at [Darrell.wilson@pitzhanger.org.uk](mailto:Darrell.wilson@pitzhanger.org.uk) to arrange a call.

We try to answer all applications, however If you have not heard from us within 2 weeks of your application, then we regret that you should assume you have been unsuccessful on this occasion.