

## Job Description

<b>Job Title</b>	<b>Visitor Experience Officer</b>
<b>Responsible to</b>	Head of Operations
<b>Responsible for</b>	Duty Managers Museum Team Members
<b>Remuneration</b>	£25,300
<b>Hours</b>	Full time. 35hpw. Weekend and bank holiday working is required.
<b>Location</b>	Powell-Cotton Museum, Quex House and Gardens, Quex Park, Birchington, Kent. CT7 0BH
<b>Contract</b>	Permanent

## About Us

The Powell-Cotton Trust is an independent charitable trust (reg no 1167318) which runs the Powell-Cotton Museum, Quex House and Gardens in Birchington.

For clarification as an organisation, we use the terms 'The Museum' or 'The Powell-Cotton Museum' to refer to the business activities of The Powell-Cotton Museum, Quex House and Gardens.

The Powell-Cotton Museum has a broad and diverse collection, built up by the Powell-Cotton family and their associates, largely between 1890-1940. Today the collection includes 6,000 mammal specimens, 20,000 ethnographic objects, 8,000 archaeological objects, firearms, fine art and furniture and an extensive library and archive including documents, photographs and film. The Museum also has responsibility for the care of Quex House, the former Powell-Cotton family home, a Georgian manor with extensive Edwardian alterations.



The Powell-Cotton Museum site is undertaking a programme of 'Reimagining' and central to this is that "People Matter". We are changing both the way we work and the way we tell stories to bring our organisation in line with the changing museums and charity industry standards. It is time to think differently and creatively about the museum 'experience' for those who work, volunteer, and visit with us.

### Job Purpose

As Visitor Experience Officer, you will bring your expertise and energy for creating and delivering an enjoyable, safe and accessible experience to our audiences. With your creative skills and visitor experience knowledge, you will collaborate on creating events that engage and resonate with our diverse audiences.

In addition to managing your team to ensure their wellbeing and success at work, you will actively seek opportunities for personal and professional growth, fostering a culture of continuous learning and development.

Commercially, you will ensure that the booking process for visitors online, in person and over the phone is organised, efficient and GDPR compliant. You'll take ownership of the retail experience including ensuring products are attractively merchandised, correctly priced and well-stocked. When working with external event providers, you'll negotiate the best deal for the museum, whilst also upholding our ethical approach to business.

In alignment with our museum's ethos, you will be dedicated to exploring innovative avenues for revenue generation while prioritising financial accessibility for all.

This is a busy, physical role within our team. You will work regular weekends to lead event set up, provide operational support, gather evaluation and spend time working alongside your immediate team.

### Main Responsibilities

1. Support the Head of Operations in the design and delivery of an annual program of public access and events. Create high-quality, accessible experiences for visitors that entertain and inspire.
2. Passionate about line management and coaching people towards success, provide effective, positive recruitment, management, supervision and development of the Duty Managers and Museum Team Members.



3. Ensure the safety and wellbeing of all visitors to the Powell-Cotton Museum, supporting the senior management team in delivering the implementation of the Health and Safety policy and its arrangements across the organisation. Ensure your team are trained and competent in delivery of their H&S responsibilities. Write and update risk assessments for events and public activities.
4. Demonstrate good financial acumen through accurate till management, cashing up and banking. Follow all financial management policies and procedures.
5. Manage and co-ordinate a variety of museum operating activities including third-party events and footfall-generating initiatives both during and outside of normal operating hours. Ensure third-party event providers and performers have the correct insurance and appropriate risk management plans in place.
6. Manage the retail offer to meet our standards of storytelling, inclusivity and experience, to ensure all visitors are able to enjoy and participate in the retail experience, resulting in excellent income generation. Carry out stocktakes to ensure good practice of stock management.
7. Manage all ticketing and EPOS systems, both physical and online. Provide training to the Duty Managers and Museum Team Members to ensure a seamless customer experience and effective financial and data protection.
8. Organise and administer all group bookings, liaising with departmental colleagues and ensuring the correct resource is available to deliver visits.
9. Develop and communicate membership packages including events, access and perks to our membership audience. Provide administrative services to ensure all memberships are managed to ensure compliance and forecasted income generation.
10. Support the effective management of site security.
11. Provide administrative support to the Head of Operations including reporting analysis of visitor numbers, income and visitor feedback.
12. Ensure the highest standards of site presentation including signage and wayfinding.



13. Assist your colleagues in the delivery of tasks and activities to ensure the museum retains its accredited status.

#### General Responsibilities

1. Design and deliver internal communications and management systems (including online) to feed into a positive and supportive working culture.
2. Take personal responsibility to demonstrate the Powell-Cotton Trust brand of inclusivity, curiosity, and equality. Every employee is an ambassador in the community for the organisation.
3. Ensure compliance with all policies for the Powell-Cotton Museum, Quex House and Gardens.
4. Undertake appropriate training and development as available and determined with your line manager.
5. Promote equal opportunities in service delivery as well as employment and procurement practices, ensuring the service reflects and provides for the community.
6. This role is expected to work weekends and bank holidays across publicly open months as well as longer days to set up events. Time off in lieu will be given when accrued by agreement and there is flexibility of choice for working days when not required operationally.

A probationary 6 month review period applies for all new starters.



### Person Specification: Visitor Experience Officer

Short-listing and selection will be based on the criteria set out below. Do make sure that your application fully demonstrates how you satisfy the points listed, drawing on your personal and work experience, education, and training. This is a broad role, and we encourage you to mention all your experience, knowledge and skills in your application including e-learning.

If you are invited to an interview, we will send you the questions and tell you about any exercises you should expect in advance. We will reimburse you for reasonable travel expenses to attend the interview. We would like to encourage you to suggest ways we can make this role more accessible to you through the application and interview process.

	Qualities	Assessed through: Application (A), Interview (I)
	<b>Knowledge</b>	
1	Health and safety regulations and procedures	A/I
2	Stock and cash management policies and procedures	A
3	Giftshop retail management principles	A/I
4	Ticketing and EPOS system back office management and operation	A/I
6	Site presentation standards	A/I
	<b>Abilities and Skills</b>	
1	Leadership and people management	A/I
2	Effective communication and problem-solving	A/I
3	Organizational and time management	A/I
4	Customer service and team collaboration	A/I
5	Event planning and delivery	A/I





6	Operations and retail management	A/I
7	Ticketing and EPOS system proficiency	A
8	Administrative support and reporting (including proficient use of MS office applications)	A/I
9	Financial acumen (including till management, cash handling, banking)	A
<b>Experience</b>		
1	Prior experience in event planning and management	A/I
2	Experience in leadership and people management roles	A/I
3	Previous work in health and safety management	A/I
4	Operations management experience	A/I
5	Gift-retail supervisory experience	A/I
<b>Qualifications</b>		
1	IOSH Managing Safely or similar H&S qualification	A
2	Evidence of employer-lead customer service/visitor experience/retail training	A
3	Evidence of employer-lead training in Manual Handling, COSHH, Fire Safety	A
<b>Other</b>		
1	A commitment to equal and equitable opportunities	I
2	Demonstrates an open attitude and excellent work ethic	I
3	Ability to work flexible and variable hours including weekends and occasional evenings	A,I
4	Ability and willingness to travel to and work at different locations of work ie; events or training	A,I
5	Work will involve reasonable lifting of heavy / bulky objects within the published health & safety guidelines on manual handling	I

