SHAKESPEARE BIRTHPLACE TRUST

JOB DESCRIPTION

**Job Title:** Visitor Reception and Retail Manager

**Contract Type:** Permanent

**Reporting to:** New Place Site Manager

**Location:** New Place Site

**Date:** April 2016

**Job Purpose**

Responsible for the delivery of a world class welcome to the New Place Site for all visitors and the achievement of delegated financial targets through the effective management of a customer focused Visitor Reception team. To manage all aspects of visitor reception and retail sales, including the training and management of staff.

The post holder will be required to act as Duty Manager, working over seven days and bank holidays on a rota basis with colleagues. There will also be a requirement to manage and attend some out of hours events.

**Organisation chart**

[Diagram of organisational structure]

- New Place Site Manager (full-time, permanent)
  - Visitor Engagement Manager (full-time, permanent)
    - Conservation Cleaner (part-time, permanent)
    - Heritage Education Assistant (casual)
    - Period Interpreter (part-time, permanent)
    - Volunteers (Room, Exhibition Host and Engager)
  - Visitor Reception and Retail Manager (full-time, permanent)
    - Visitor Reception Team Leader (full-time, permanent)
      - Visitor Reception Assistant (part-time, permanent)
    - Retail Team Leader (full-time, permanent)
      - Retail Assistant (part-time, permanent)
      - Volunteers (Retail Assistant)
Essential skills, knowledge and experience

**Essential Skills and Experience**

- Management of a successful high profile customer-facing operation, preferably in a busy visitor attraction.
- Team building, management and leadership.
- Delivering against a range of KPIs including financial and visitor satisfaction targets through others.
- A sound understanding of customer service principles, and experience of leading a team to deliver to a diverse audience.
- Administration of EPOS ticketing systems.
- Cash handling, security and reconciliation.
- IT literate including Word, Excel and Outlook.

**Desirable Skills and Experience**

- Experience of working in a visitor attraction or service industry in a retail/management capacity.
- Experience of rostering and dealing with shift patterns.
- Experience of meeting and exceeding agreed KPIs and financial targets.
- IOSH Managing Safely certificate holder.
- First aid in workplace certificate.
- Familiar with hosting VIP visits.

**Essential Personal Attributes**

- Robust, positive and enthusiastic about working with the public.
- Able to prioritise and make confident operational decisions including under pressure.
- Proactive, self-motivated and able to act on own initiative.
- Expect, and enable, others to deliver high standards.
- Able to facilitate positive working relationships with colleagues from other departments.
- Approachable with good listening and communication skills.
- Happy to work both outdoors and in an unheated environment that fluctuates with the seasons.

**Key Responsibilities**

**LEADERSHIP & MANAGEMENT**

- To manage and lead the Visitor Reception team well. Ensure they understand their contribution towards the delivery of the SBT Strategy; including recruitment, induction and training of staff and their continued development through the personal development process.
- Able to motivate under high pressure, difficult conditions.
- Able to lead and coach in up-selling to visitor, during low and high season/slow and busy periods.
- Ensure that wage budgets are achieved through the effective deployment of staff in all areas of visitor welcome and retail outlets; balancing the needs of visitors and delivery of other objectives with available resources.
- Manage all staff and volunteers using the processes and procedures set out by the SBT with particular reference to working hours, absence and holidays.
• Develop volunteer involvement and participation in welcoming visitors to the New Place Site.

VISITOR EXPERIENCE
Deliver an exceptional visitor experience from the moment of arrival with a proactive welcome outside the building, onto the Site based on:
• Understanding our visitors and their expectations of a visit to the place where Shakespeare lived.
• The selection, training and deployment of both staff and volunteers in roles that make the most of their abilities and aspirations whether this be welcoming and orientating visitors or up-selling passes, guidebooks and other sites/events.
• Communication with colleagues to ensure that visitor flow, expectations and management is cohesive and contributes the best possible visitor experience.

RETAIL
• To report to the Site Manager on performance against targets.
• To ensure that a daily briefing is delivered to Reception/Retail staff.
• To maximise the take up of Gift Aid via effective promotion.
• To give a high quality service to customers in order to maximise the visitor experience and the spend per head.
• To unpack, check and store stock when delivered.
• To inform the Warehouse of any discrepancies in stock deliveries.
• To advise the Retail Development Office if and when stock levels require adjustment.
• To ensure that all products are attractively and appropriately merchandised.
• To undertake stocktaking in the shop at agreed intervals.
• To ensure that the shop and stockroom are secured at the end of every day.
• To work with the Head of Retail in the marketing and presentation of the shop.

FINANCE
• Manage and achieve delegated budgets; focusing on delivering budgeted conversion rates, admissions (including Gift Aid) and secondary spend income targets through an efficient and effective welcome and upselling of tickets and other products.
• Ensure appropriate staffing levels to deliver good customer service while achieving wage control targets planning for seasonal variations and booked groups.
• To ensure that Reception/Retail staff are aware of sales targets and are highly motivated to achieve them.
• Account for all monies received in accordance with the financial regulations of the Trust, investigating discrepancies as they occur and ensuring staff are aware of cash handling and security procedures.

CONSERVATION AND MAINTENANCE
• Ensure that all delegated areas and equipment are operational at the start and throughout each day taking action to resolve and to mitigate the impact of issues on the enjoyment of visitors in the interim.
• Report all maintenance requirements to the Property Services monitor the progress of repairs and take any immediate action required to ensure the safety of visitors, volunteers and staff.
• Ensure the cleaning and presentation of internal and external delegated areas is to the required standards prior to opening and throughout the day taking action as required.

COMPLIANCE
• Ensure compliance with statutory requirements and organisational policies and procedures for fire, security, Health & Safety, cash handling and data protection using risk management techniques to underpin compliance and a safe working/visiting environment.
• Promote and develop a working culture which incorporates sound environmental practices.
• Support colleagues with the emergency plans for the Site. Work with Collections, making sure relevant staff and volunteers understand their roles and responsibilities.

GENERAL
• Administer the ticketing system to ensure efficient customer facing transactions, accurate and timely reporting of management information to enable data analysis to inform future decisions.
• Take part in the Duty roster ensuring cover over seven days a week.
• Deputise for the Site Manager as required.
• To be responsible for your own personal development through the SBT’s Performance and Development Review process.
• To lead by example and role model the SBT’s values.

Key result areas

<table>
<thead>
<tr>
<th>Action</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good management of staff and volunteers</td>
<td>Above target results form staff and volunteer surveys.</td>
</tr>
<tr>
<td>Delivery of an exceptional visitor experience</td>
<td>Positive visitor feedback in all areas including customer and mystery visitor surveys above target. Social Media ratings. Visitor numbers and spend per capita achieve budgeted figures.</td>
</tr>
<tr>
<td>Finance</td>
<td>Admission, secondary spend and retail targets achieved.</td>
</tr>
<tr>
<td>Compliance issues are consistently under control and well managed and recorded.</td>
<td>No breaches of statutory requirements or SBT procedures that could result in a risk to our reputation.</td>
</tr>
<tr>
<td>Management of the implementation of projects within the New Place Site Visitor Reception.</td>
<td>Projects do not impact on the visitor experience, and good working relationships with other departments are maintained.</td>
</tr>
</tbody>
</table>
Key working Relationships and Communications

Internal: Other Operations Staff and Volunteers
          Marketing Department
          Retail Department
          Property Services Department

External: Visitors (individuals, pre-booked groups and tours)
          Contractors
          Other service providers

Job description agreement

Job holder signature and date

Manager signature and date

The Shakespeare Birthplace Trust retains the right as a condition of your employment to require you to undertake such other duties as may be expected of you in the post mentioned above, or in a similar post within the Trust.

This job description and person specification was prepared in April 2016 and may be amended in light of changing circumstances following discussion with the post holder.