

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Birthday Party Coordinator

Post No: NAMTL 233

Reports to: Head of Commercial

Scope

This is a unique opportunity to join a passionate and committed team. The role is integral to the efficient co-ordination of our Children's Birthday Party Packages; from first point of contact through to the successful delivery of the event. The role will deliver an outstanding service and experience to Birthday Party guests and contribute to maximising income, as part of the Museum's income generating activities.

Job Role

The job holder will be the initial point of contact for incoming birthday party queries and will generate income from the birthday party packages, by pro-actively selling and encouraging conversion from enquiry to booking. In addition, the job holder will be responsible for supporting the reputational development of the Museum's Birthday Party package and providing world class service to enhance the guest's experience. Through effective planning and sales awareness to lead on, drive and achieve sales and KPI targets and ensure that the guest's experience is holistically enhanced across all visitor touch points.

Job Description

The post-holder is responsible for:

1. Birthday Parties

- a) Managing the Birthday Party sales and hire enquiries system. Driving conversion rates by ensuring all enquiries are followed up promptly and professionally from enquiry to booking confirmation, to maximise conversion rate.
- b) Ensuring prompt communications and correspondence with clients in the lead up to their birthday party, answering queries and accommodating requests in a professional, friendly and courteous manner, and in accordance with our terms and conditions and procedures.
- c) Ensuring that all income-generating opportunities are maximised through upselling packages, add-ons and party extras to confirmed Birthday Parties.
- d) Co-ordinating and delivering show rounds of the Birthday Party spaces, including Play Base, the party room and larger up-grade spaces.
- e) Communicating with the Finance team for allocation of invoices and payment confirmations.
- f) Co-ordination with caterers and external suppliers for birthday party delivery.

- g) Utilising the Birthday Party tracker to effectively manage multiple Birthday Parties and ensure that prompt communication with the guest is maintained and all deadlines are met.
- h) Managing and co-ordinating on the day operational logistics to ensure the smooth co-ordination of the Birthday Party and that a cohesive, world class experience is delivered, from the guest's entry to the Museum, through to their departure.
- i) Responding to feedback and queries, resolving complaints and incidents. Escalating to the Head of Commercial, where necessary, and providing feedback to the Head of Commercial.
- j) Overseeing the complete end to end visitor journey, ensuring that at all visitor touch points, world class service is delivered, and reputation is maintained and grown.
- k) Dealing confidently and calmly with the needs of all Birthday Party guests, always maintaining a professional and courteous manner.
- l) Working with the Head of Commercial to analyse and identify opportunities to maximise growth and income generation and implementing actions to progressively develop the customer experience.
- m) Working with the Retail and Admissions Supervisor to co-ordinate any staffing support from the Retail and Admissions team, as and when needed.
- n) Training of and working with the Retail and Admissions team, to assist in the promotion of Birthday Parties, pre-Birthday Party preparation and on the day operational delivery of Birthday Parties.
- o) Ensuring that all Birthday Party processes and procedures are documented, regularly reviewed and kept up to date.

2. Play Base

- a) Working with and supporting the Retail and Admissions Supervisor to support in the operational oversight of Play Base, when being utilised for Birthday Parties.
- b) Promptly communicating any Play base issues or concerns to the Retail and Admissions Supervisor and assisting in resolving.
- c) Supporting the Retail and Admissions Supervisor in monitoring of space, equipment, and activity toys to ensure they are kept in good condition and replacements are ordered, as and when needed, to ensure a high quality standard and safe environment.
- d) Assisting the Retail and Admissions team in cleaning Play Base, after Birthday Party sessions and at the start and the end of the day.
- e) Ensuring that all Play Base processes and procedures are followed and adhered to, and that health and safety is monitored and adhered to, for the enjoyment of all Birthday Party guests/

- f) As part of the Birthday Party delivery, being operationally based in Play Base and the oversight for a Play Base session.
- g) Training and working together with the Retail and Admissions team in the co-ordination of the guest's use of Play Base and the party room and movement from one space to another.
- h) Working with the Retail and Admissions Supervisor to ensure Play Base staffing is co-ordinated when birthday parties are taking place, to best deliver a high standard of customer service.
- i) Ensuring all Birthday Party guests are warmly welcomed into Play Base, and an engaging and informative brief is given – covering health and safety instructions, and the use of the equipment and space.
- j) Working with the Retail and Admissions Supervisor in the set-up of the monthly Play Base sessions on the ticketing system. Forward planning, together with the Retail and Admissions Supervisor, to ensure that Play Base sessions for Birthday Parties are booked, in advance.

1. Internal Relationships

- a) Maintain effective communication and team working to build strong internal relationships with all Museum Departments, including key contacts: Retail and Admissions, Events, Visitor Experience, Facilities, Security, Finance and Learning.
- b) To work closely with and support the Retail and Admissions Supervisor, in the successful delivery of Birthday parties and co-ordination of Play Base, as part of the Birthday Party offer.
- c) Attendance at Museum and Commercial led events both at the museum and off-site.

2. External Relationships and Partnerships

- a) To work closely with all in-house contractors (including catering, security and cleaning) in the provision of excellent customer service.
- b) To communicate with, coordinate and work closely with all external suppliers (including catering and entertainers).

3. Health & Safety

- a) Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.
- b) Produce risk assessments and method statements for all divisional activities.

- c) Attend regular Health and Safety training sessions to ensure an up-to-date knowledge of procedures and best practice.
- d) The post holder is required to be first aid and safe -guarding awareness trained.

4. 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 play a full part in the generation of income as required and to avoid breaches of financial regularity and propriety, the misapplication of funds or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Senior Management Team.
 - d) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
 - e) Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
 - f) Travel to and operate from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage.
 - g) The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts 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 Director and Senior Management Team.
 - h) Chair Museum committees, teams and working parties, as delegated by the Head of Retail and Admissions, and represent the Museum on external committees, as required.
 - i) Support presentations to the NAM Council (Trustees), the Senior Management Team and members of staff as requested.
- 8.** The appointment is permanent (subject to a six-month probation period), and part-time, working 24 hours per week (net), 4 days out of 7. Due to the nature of the role, this includes regular weekend working. The salary is £25,388 (pro rata). The post holder is required to give the required contractual notice upon resigning.
- 9.** The appointment will be subject to a security clearance.
- 10.** 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 annually.

11. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

September 2022

Signature:

Date: