

National Army Museum Trading Limited (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Birthday Party and Play Base Coordinator

Post No: NAM 903

Reports to: Head of Retail and Admissions

Scope

This is a unique opportunity for an experienced professional to join a passionate and committed team to co-ordinate and deliver the Museum's income generating event activities whilst ensuring the delivery of world class Visitor Experience.

Job Role

To maximise income through our commercial activities including Play Base (Early Years facility) its associated Birthday Party and Children's Activity Space (Mess Room) hire. Through effective planning and sales awareness to lead on, drive and achieve sales and KPI targets across these commercial activities and ensure that that the Museum's mission, vision and values are delivered holistically 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) Communicating with the Finance team for allocation of invoices and payment confirmations.
- e) Co-ordination with caterers and external suppliers for birthday party delivery.
- f) Managing and co-ordinating on the day operational logistics and ensuring the Birthday Party delivery runs smoothly and to the Museum's world class service standards.
- g) Responding to feedback and queries, resolving complaints and incidents. Escalating to the Head of Retail and Admissions, where necessary, and providing feedback to the Head of Retail and Admissions.

- h) 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.
- i) Working with the Head of Retail and Admissions to analyse and identify opportunities to maximise growth and income generation and implementing actions to progressively develop the customer experience.
- j) Training of the Retail and Admissions team to assist in the promotion and delivery of Birthday Parties.
- k) Ensuring that all Birthday Party processes and procedures are documented, regularly reviewed and kept up to date.

2. Play Base

- a) Utilising the operational check sheet to conduct monthly health and safety equipment checks. Promptly communicating any issues or concerns to the Head of Retail and Admissions.
- b) Monitoring of space, equipment and activity toys to ensure they are kept in good condition and communicating with the Head of Retail and Admissions and Learning team, when replacements are needed.
- c) Co-ordinating quarterly deep cleans with the Facilities team and the annual ROSPA (The Royal Society for the prevention of accidents) inspection.
- d) Ensuring that all Play Base processes and procedures are documented, regularly reviewed and kept up to date.
- e) Being part of the floor-based team and delivering Play Base sessions.
- f) Training the Retail and Admissions team to deliver welcoming, safe and engaging Play Base sessions.
- g) Working with the Head of Retail and Admissions to analyse Play Base occupancy and income identifying and developing new Play Base offers and implementing actions to maximise income.

Working together with the Retail and Admissions Supervisor:

- a) Ensuring that Play Base is staffed correctly, and daily co-ordination of rotas ensures an efficient operation.
- b) Ensuring visitors are welcomed into Play Base, ticket bookings checked and an informative brief is given - covering health & safety instructions, use of equipment, the space and session time frames.
- c) Ensuring that Play Base sessions are invigilated and that visitors are abiding by the Play base rules, kept safe and fully able to enjoy their experience.
- d) Dealing confidently and calmly with the needs of all Play Base visitors, maintaining a professional and courteous manner at all times.
- e) Preparing Play Base at the end of a session for the next session, including health and safety checks and cleaning of the equipment and props.

- f) Ensuring that the attached toilet facilities are regularly checked and the cleaner is promptly informed of any cleaning or re-stocking requirements.
- g) Actively listening to and responding to Play Base enquiries and feedback in a professional and courteous manner. Escalating to the Head of Retail and Admissions, where necessary, and providing feedback to the Head of Retail and Admissions.
- h) Assisting the Retail and Admissions Supervisor in managing the ticketing inventory for Play Base on the ticketing system (red61).

3. Children's Activity Space Hire

- a) Managing and coordinating the Children's Activity Space (Mess Room) external hire and any internal bookings.
- b) To oversee the day to day operational management of all Mess Room activities and be the on-site point of contact, for groups hiring the Mess room.
- c) Manage any operational logistics that may arise from Mess Room hire groups and keep other Museum departments, in particular Facilities and the wider Commercial team, up to date and informed.
- d) Communicating with the cleaner to ensure the mess room is cleaned both before and after the event hire.
- e) Answering all Mess Room hire queries, managing bookings, payment, raising purchase orders and liaising with the finance department for invoicing and processing of payments.
- f) Ensuring all up to date client insurance policies and risk assessments are on file.

4. Internal Relationships

- a) Maintain effective communication and team working to build strong internal relationships with all Museum Departments, including key contacts: 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 on a daily basis.
- c) Attendance at Museum and Commercial led events both at the museum and off-site.

5. 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).

6. 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.

7. 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 Leadership 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 Leadership 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 Leadership Team and members of staff as requested.

8. The appointment is a one-year fixed term contract (subject to a six-month probation period), 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 £25,388pa (pro-rata) with a Joint Contributory Pension operated under the NEST Scheme. The post-holder is required to give two months' written notice in 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

June 2021

Signature:

Date: