

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Operations Division

Post: Front of House Assistant

Post No: Various

Reports to: Front of House Management Team

Scope

To work as part of the Museum's Front of House Teams - Visitor Experience (VE) and Retail & Admissions to deliver a welcoming, engaging and memorable visit to all our visitors.

Job Role

As a Front of House Assistant, you will work across both the Visitor Experience and Retail & Admissions teams to support the Museum and ensure all visitors receive a warm, engaging, and professional welcome.

Reporting to the Front of House Management Team, you will be based throughout the Museum, from the Welcome Desk and galleries to the shop floor. You will play a vital role in creating a positive first impression, helping visitors navigate the Museum, and promoting everything we have to offer, including exhibitions, events, activities, and membership.

This is a customer-focused, proactive role that combines storytelling, sales, and service. You'll support visitor flow, assist with daily operations, and help bring the story of Our Army to life through meaningful interactions. In the shop, you will use your product knowledge and selling skills to drive income and enhance the visitor experience.

Job Description

Galleries

- a. Pro-actively engaging with all visitors, including families, schools, and group bookings, to provide a welcoming and informed experience.
- b. Directing visitors through the Galleries, assisting with wayfinding around the building and managing visitor flow, especially during peak times or when large groups are present.
- c. Utilising operational checklists to complete daily and monthly gallery checks. Promptly communicating any issues or concerns to a senior member of staff.
- d. Remaining vigilant and alert whilst on duty in order to ensure the security of the collection and the safety of our visitors. This includes protecting objects from accidental or deliberate damage and politely enforcing gallery rules.
- e. Supporting the Museum's storytelling by sharing key themes and collection highlights with visitors where appropriate, helping to bring the story of Our Army to life.

Visitor Welcome

- f. Welcoming all visitors, on arrival to provide a warm, informed, and engaging introduction to the Museum.
- g. Actively listening to all visitors, to identify their needs and assist in a polite and knowledgeable manner.
- h. Utilising knowledge of the Museum and its collections and current programmes to pro-actively promote and sell the Museum's souvenir book, play base tickets, membership, programmed activities and exhibitions.
- i. Ensuring the Welcome Desk is always presentable, clean and well-organised; with fully stocked feedback cards, leaflets and souvenir books.
- j. Responding to visitor queries and minor complaints with professionalism and empathy, escalating any significant concerns to senior staff where appropriate.

Retail

- k. Contributing to the achievement of sales targets and key performance indicators, including conversion and spend per visitor, through pro-active engagement with visitors, utilising product knowledge and selling skills.
- l. Contributing to the achievement of NAM guidebook and bag conversions, through actively promoting to customers and achieving sales.
- m. Maintaining visual merchandising to the highest standards, to ensure the shop presents an on-brand, engaging and strong identity that reflects the Museum.
- n. Replenishing the shop floor, ensuring all displays are well-stocked, and all stock is displayed as per the visual merchandising standards, including pricing and barcoding correctly.
- o. Supporting stockroom operations by assisting with deliveries, stock rotation, and regular stock counts to maintain accuracy and product availability.
- p. Promoting, packaging and processing of all mail order and on-line purchases.
- q. Providing a positive and helpful presence on the shop floor, answering product-related queries, and contributing to a welcoming and efficient retail environment as part of a collaborative team.

Systems and Finance

- r. To ensure the NAM's financial, PCI compliance, cash handling and banking procedures are strictly adhered to in relation to audit and security purposes.
- s. Maintaining accuracy of the EPOS and ticketing system by ensuring information is scanned or keyed in correctly, when processing transactions.

All areas of the role

- t. Actively promoting the Museum's services, facilities and products to our visitors. This includes the promotion of current and future exhibitions, events and lectures, learning activities, tours, corporate hire, membership and Museum's merchandise, to enhance the visitor experience and support income generation.
- u. Actively listening to visitor enquiries, taking ownership of resolving issues where appropriate, and escalating or collaborating with colleagues when needed to ensure a professional and courteous service.
- v. Encouraging visitors to leave feedback including completing online reviews and surveys.
- w. Working collaboratively with all other front of house team members, to deliver a seamless and cohesive visitor experience.
- x. Assisting other teams to deliver Museum activities and events. This may include, welcoming, directing and escorting visitors, including VIPs, hosting and briefing groups, checking of tickets and names and assisting with any set up required.
- y. Assisting the Front of House Management Team in supporting volunteers and new team members.
- z. Maintain effective lines of communication with the Front of House Manager and any Supervisor and promptly reporting back on anything, which may affect the smooth running of operations and delivery of excellent customer service.

2. Internal Relationships

- a. Work closely with all in-house contractors, including security, cleaning, maintenance and café staff in the provision of a cohesive and excellent customer service to the public.
- b. Support other Museum departments/teams, such as Public Programmes, Learning and Enterprise, by welcoming in and engaging with groups, which may include lecture or events attendees, birthday party groups and school groups helping to create a positive and co-ordinated visitor experience.

3. Health & Safety and Security

- a. Be committed to health and safety, security and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines, including the Museum's Health & Safety, Fire Safety and Safeguarding policies, and ensuring the safety and welfare of visitors, staff, volunteers and contractors at all times.
- b. Monitor front of house areas to ensure the safety and security of the Museum's collections and visitors. Effectively communicating with the security team and promptly reporting all security issues or concerns to the appropriate person, following the Museum's reporting procedures.
- c. Work alongside Security in implementing and adhering to the Museum's opening and closing procedures, which includes ensuring the Front of House

areas are safe and ready to welcome in visitors on opening and the building is fully clear at closing time

- d. Manage and adhering to the Museum's fire evacuation procedures as required, ensuring the prompt evacuation of all visitors and staff to designated assembly points, in accordance with training and policy.
- e. Respond appropriately to any first aid incidents, promptly contacting a qualified first aider and following the Museum's accident reporting procedures.

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.
 - d. Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy.
 - e. Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
 - f. The post-holder will be based at the Museum in Chelsea.
5. The post-holder will wear the NAM official uniform, which will be issued on commencement. Personal presentation must always be of the highest standard.
6. The post-holder will be required to attend and actively participate in regular training sessions, to ensure up-to-date knowledge of the job role and its requirements. This training may involve travelling off-site.
7. The appointment is a fixed-term role until 31 October 2026 working 4/7 days (including weekends). Additional evening and weekend working may be required. The salary is National Living Wage. The post-holder is required to give two week's notice in resigning.
8. The appointment will be subject to a security clearance.
9. 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.
10. The National Army Museum is an equal opportunities employer.

Signature:

Date:

[May 2026]