

# **National Army Museum**

Royal Hospital Road, Chelsea, London SW3 4HT

## **Operations Division**

**Post: Senior Front of House Assistant**

**Post No: NAM 217**

**Reports to: Deputy Front of House Manager**

### **Scope**

To work with the Front of House Management Team and support in leading the Front of House Teams (Retail & Admissions and Visitor Experience) to deliver a welcoming, engaging and memorable visit to our visitors. Your role will be integral to the achievement of sales, key performance indicators, donations and the delivery and continued development of our world-class visitor experience.

### **Job Role**

To work under the direction of the Deputy Front of House Manager to assist and support in effectively managing the day-to-day operations of the Welcome Desk, shop, Play Base (Children's soft play), galleries and the Museum's switchboard. To lead by example and be customer-focused and pro-active in welcoming and advising our visitors and ensuring they have an engaging, safe and secure visit. Utilise exceptional selling skills to promote and maximise sales of merchandise, souvenir books, tickets, events, donations and membership.

## **1. Job Description**

The Senior Front of House Assistant is responsible for:

### **1. Welcome Desk**

- (a) Being pro-active, leading by example, and working with the team to:

Welcome and engage with all visitors, including groups and special needs, to provide a welcoming and informed experience on entry into the Museum.

Promote the Museum's goods, services and facilities including maximising sales for Play Base, Birthday Parties, Souvenir Books, Public Programme talks and tours, Learning activities, current and future exhibitions and associated gift aid donations, Membership and Merchandise.

Engage with visitors upon exit, providing visitor feedback and keep in touch forms and encouraging visitors to complete.

- (b) Ensuring that Welcome Desk operations run smoothly at all times and effectively deploying team members during peak times. Managing peak periods and visitor flow to ensure visitor experience is not compromised and the team are supported.
- (c) Directing visitors through to the Galleries or other parts of the Museum.

- (d) Actively listening to and responding to all visitor enquiries and feedback in a professional and courteous manner, resolving to a positive outcome, feeding back to the Front of House Management Team and escalating, where necessary.
- (e) Monitoring Welcome Desk and entrance foyer standards, ensuring well-stocked information leaflets and souvenir books and a tidy and clean space, is maintained.
- (f) Assisting the Front of House Management Team with setting, communicating and monitoring clear welcome desk/entrance foyer direction on standards and expectations, to the team.
- (g) Supporting the Deputy Front of House Manager in managing any ticketing system (Red61) issues and ensuring that all issues are communicated to the Front of House Management Team.

## **2. Retail**

- (a) Working with the Retail sales team and leading by example to pro-actively engage with our visitors, utilising selling skills to maximise shop and souvenir book sales and achieve key performance indicators (KPIs).
- (b) Monitoring sales performance throughout the day, communicating performance updates to the team, and encouraging achievement of the daily sales targets.
- (c) Assisting the Front of House Management Team in ensuring visual merchandising standards in the shop and welcome desk are maintained to an excellent standard, with fully stocked and visually appealing displays.
- (d) Acting as a lead in the checking in and processing of shop deliveries. Ensuring stock is checked in accurately, and stored securely, as per procedure.
- (e) Monitoring of stock to ensure it is correctly priced and barcoded for accurate scanning at point of sale.
- (f) Working with the Retail sales team, ensuring replenishment of shop floor stock is conducted in an efficient manner, and as per procedure.
- (g) Working with the Retail sales team and monitoring shop floor, welcome desk and stockroom, making sure all areas are kept clean, tidy and organised and stock control guidelines are adhered to. Supporting the Front of House Management Team, in the preparation and execution of regular stocktakes.
- (h) Working with the Deputy Front of House Manager to process online shop orders, as per procedure.

## **3. Play Base**

- (a) Working with the team and leading by example, to deliver a welcoming, engaging and safe experience for all of our Play Base visitors, supporting in maintaining and growing a positive Play Base reputation.

- (b) Re-setting of the Play Base space between sessions, including cleaning of activity toys and equipment, tidying and organising and ensuring the space is safe for the next session.
- (c) Monitoring daily Play Base sales performance, communicating performance updates to the team and working with the team to pro-actively promote and sell, on the day, unsold tickets.
- (d) Supporting the team in managing any on the day Play Base issues and escalating and communicating to the Front of House management team, as required.
- (e) Monitoring the Play Base space, equipment and activity toys, ensuring a high standard is maintained and communicating any replacements needed or equipment issues to the Front of House management team.

#### **4. Visitor Experience**

- (a) Working with the team and leading by example, to deliver a welcoming, engaging and safe experience for all visitors to the gallery spaces.
- (b) Ensuring all galleries are invigilated and checked frequently for any hazards and supporting the team in rectifying these where possible.
- (c) Working with the team to man the Museum's switchboard and info account, ensuring enquiries are dealt with in a professional, helpful and calm manner.

#### **5. Systems and Finance**

- (a) Working with the Front of House Management in ensuring the security of retail and welcome monies and stock, ensuring the Museum's financial and cash handling procedures are strictly adhered to, in accordance with audit and security requirements and good practice.
- (b) Processing of Retail and Play Base refunds and exchanges, as per cash handling procedures.
- (c) Opening and closing the shop and welcome desk tills correctly and as per procedure. Leading the team in accurate counting in of the float and cash up at the end of the day's trade. Utilising the EPOS, Ticketing systems and Retail and Play base Sales trackers to generate basic sales reports, develop understanding of sales performance and communicate with the team.

#### **6. Additional Senior Responsibilities**

- (a) Assisting the Front of House Management Team by overseeing daily Front of House operations. Ensuring that operations are carried out smoothly and efficiently and dealing with any unforeseen operational circumstances, to a positive outcome.
- (b) In the absence of a member of the Front of House Management Team, acting as the team lead and being the point of contact for the Front of House operations and the team.

- (c) Leading by example and encouraging a target-orientated culture and pro-active engagement with our visitors, to maximise income and delivery of world class customer service.
- (d) Assisting the Front of House Management Team in opening and closing of all areas of the Front of House operations. Ensuring all opening and closing procedures and processes are adhered to correctly.
- (e) Assisting the Front of House Management Team in delivering daily briefs, ensuring all team members are confident in their knowledge and aware of all visitor events and activities, and on Museum and Departmental information. Co-ordinating and deploying the brief sheets on a weekly basis.
- (f) Assisting the Front of House Management Team in delivering training and coaching sessions to existing and new team members. Supporting on the delivery of the core quarterly training plan.
- (g) Organisation of daily rotas and effective deployment of team members across Front of House Operations. In communication with the Front of House Management Team, ensuring that the necessary cover is provided at all times, including cover for all events, during normal opening hours, out of hours and Museum closed periods.
- (h) Co-ordinating and overseeing day to day tasks, ensuring any procedures or processes are followed and tasks are carried out efficiently.
- (i) Maintain effective lines of communication with the Front of House Management Team, promptly escalating any operational and visitor issues or concerns, which may affect the smooth running of operations and delivery of excellent customer service.
- (j) Monitoring staff performance, absence and time keeping in accordance with National Army Museum policies and procedures. Regularly feeding back and escalating to the Front of House Management Team.
- (k) Assisting the Front of House Management Team in supporting volunteers and inducting new team members.
- (l) As directed by the Front of House Management Team, responding to any visitor emails regarding the Front of House operations. Ensuring that all enquires are followed up promptly, professionally and in accordance with any processes and procedures.

## **7. Internal Relationships**

- (a) Maintaining effective communication and team working to build strong internal relationships with all Museum Departments, including key contacts: Visitor Experience, Venue Hire, Public Programme, Learning, Facilities, Finance and IT.
- (b) Working closely with the Front of House Management Team to support the Birthday Party Co-ordinator in the successful preparation and delivery of Birthday Parties as and when necessary.
- (c) Working closely with all in-house contractors, including security, catering and cleaning in the provision of a cohesive and excellent customer service to the public.

- (d) Being present throughout events, to ensure our visitors have an engaging, safe and secure experience.

## **8. Health & Safety and Security**

- (a) Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines, including the Museum's Health & Safety and Safeguarding policies, and ensuring the safety and welfare of visitors, staff, volunteers and contractors at all times.
- (b) Conducting daily health & safety and security checks of the Welcome Desk and Museum Shop. Promptly communicating any issues or concerns to the Front of House Management Team.
- (c) Ensuring the safe and secure running of the Welcome Desk and Museum Shop, by effectively communicating with the security team. Promptly reporting all security issues or concerns to the appropriate person, following the Museum's reporting procedure.
- (d) Managing and adhering to the Museum's fire evacuation procedures. Pro-actively implementing and ensuring all visitors are evacuated safely.
- (e) Responding to any first aid incidents, promptly alerting a first-aider and following the Museum's accident reporting procedure.

## **9. 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) 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 Matrix of Risks.
- (e) Carry out their 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 or NAMTL 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 will be based at the Museum in Chelsea.

- (h) The post holder must co-operate fully with the Management 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 contact 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.
10. The post-holder will wear the NAM official uniform, which will be issued on commencement. Uniform will be exchanged when required by the authority of the Front of House Management Team. The Front of House Team are generally, the first persons that the public see when visiting the Museum, therefore, dress and personal presentation must always be of the highest standard.
  11. 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.
  12. The appointment is permanent and full-time (subject to a six-month probation period), working 37.5 hours per week (net) 5/7 days (including weekends). Additional evening and weekend working may be required. Flexible working arrangements will be considered. The salary is £30,950pa (Pay Band E1). The post-holder is required to give a minimum of two months' notice upon resigning.
  13. The appointment will be subject to a security clearance.
  14. 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.
  15. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director  
National Army Museum

March 2026

Signature:- .....

Date:- .....