

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Operations & Resources Division

Post: Visitor Experience Assistant

Post No: Various

Reports to: Visitor Experience Supervisor

Scope

To work as part of the Visitor Experience (VE) team within the Operations & Resources Division to deliver a welcoming, engaging and memorable visit to all of our visitors. Your role will be integral to telling the story of Our Army and the delivery and continued development of our world-class visitor experience.

Job Role

To work under the direction of the Head of Facilities and delegated Supervisor, to support the Museum and in particular gallery visits for all visitors. To be customer-focused and pro-active in engaging with our visitors and ensuring they have an enjoyable, safe and secure visit. Working with the Retail & Admissions team, other Museum teams, contractors and volunteers, to ensure the Museum's mission, vision and values are cohesively delivered through the complete visitor experience.

Job Description

1. The Visitor Experience Assistants are responsible for:

Galleries

- a. Pro-actively engaging with all visitors, including groups to provide a welcoming and informed experience.
- b. Keeping up to date with knowledge of the displayed collections, current and future exhibitions, events, lectures, learning activities, the Museum facilities and local amenities.
- c. Directing visitors through the Galleries, assisting with wayfinding around the building and managing visitor flow, especially when large groups are visiting.
- d. Actively listening to, and taking ownership of visitor enquiries and providing feedback in a professional and courteous manner. Calling on the support of the Supervisor when appropriate.
- e. Encouraging visitors to leave feedback and complete online reviews.
- f. Utilising the operational check sheets to conduct daily and monthly gallery checks. Promptly communicating all issues or concerns to the Supervisor.
- g. Remaining vigilant and alert whilst on duty in order to provide a high level of security, for the protection of the collection from damage (deliberate or accidental), theft and the safety of visitors..

- h. Be aware of any permanent or temporary hazards to visitors' and colleagues' safety and take appropriate action. Politely enforce the gallery rules.
- i. 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, NAM guidebooks and merchandise.
- j. 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.

Switchboard

- a. As required, operate the Museum switchboard directing telephone calls to the appropriate individual or department.
- b. Act as the initial point of contact for telephone enquiries this include entering of enquires on to the Salesforce data base and directing the enquiries to the appropriate department.
- c. Logging email enquiries onto the Salesforce database and responding where appropriate.

2. Internal Relationships

- a. Develop and maintain effective internal relationships with all Museum Departments and teams, working closely with key staff and volunteers to facilitate the operation of the Museum's Visitor Experience.
- b. 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.
- c. 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.
- d. When required, being present throughout events, to ensure our visitors have an enjoyable, safe and secure experience.
- e. Ensuring the smooth running of the Galleries, by following instructions given by the Supervisor and working together, as a team, across the Galleries, and wider Museum team.
- f. Assisting the Supervisor in supporting volunteers and new team members.
- g. Maintain effective lines of communication with the Head of Facilities and Supervisor and promptly reporting back on anything, which may affect the smooth running of operations and delivery of excellent customer service.

3. Health & Safety and Security

- a. Be committed to good 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. Conducting daily health & safety and security checks of the Galleries. Promptly communicating any issues or concerns to the Supervisor.
- c. Invigilating the Galleries 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.
- d. Working alongside Security in implementing and adhering to the Museum's opening and closing procedures, which includes ensuring the Galleries are safe and ready to welcome in visitors on opening and that all visitors have left the building safely on closing.
- e. Managing and adhering to the Museum's fire evacuation procedures. Pro-actively implementing and ensuring all visitors are evacuated promptly and safely to any assembly point.
- f. Responding to any first aid incidents, promptly alerting a 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. 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 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 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.
5. 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 Head of Facilities or Supervisor. The Visitor Experience 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.
 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 permanent, part-time role. Additional evening and weekend working may be required. Flexible working arrangements will be considered. The salary is London Living Wage. The post-holder is required to give two months' 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.

[August 2023]

Signature:

Date: