

Role profile:

Visitor Experience Manager

FINAL Version 1.0 June 2024

Our charitable purpose

Our purpose is that everyone who experiences the Roald Dahl Museum & Story Centre understand how the work of Roald Dahl can be a key to unlock the stories we all have inside.

Role summary

Role:	Visitor Experience Manager
Reports to:	Museum Director (member of Management Group)
Salary:	£45,000 per annum for 37 hours per week
Contract:	Full-time, permanent
Holiday:	28 days plus public holiday allowance
Pension:	6% employer contribution after 3 months
Core task:	Excellence in everyday operations, visitor experience, income generation

Context for this role

In 2023-24 Roald Dahl Museum and Story Centre welcomed almost 60,000 family visitors and school children through our doors to discover the stories behind the creation of Roald Dahl's stories: we are currently 80% along the road of recovery to pre-pandemic levels and we will keep going.

We have also been working hard during our post-pandemic recovery towards a most exciting future: our major capital regeneration project – the Unlocking Stories Project (USP) – has advanced through several RIBA design stages since 2022. If a fundraising campaign can raise the additional funds needed, we have confidence that we can build a bigger, better, brighter Museum, welcoming more people than ever before. Closure for capital works is not imminent, but it could happen in late 2025.

Joining as Visitor Experience Manager (VEM) in 2024 will mean you can get to grips with and help improve the current version of our organisation, as well as help work towards a regenerated and improved Roald Dahl Museum. We are looking for an experienced leader with the capacity and drive to meet and beat our high standards of visitor experience, site maintenance and presentation, and who will seize the opportunity of the anticipated closure for USP capital works to reboot visitor experience to an even higher level, ready for our evolved, exceptional Museum.

Learn more about the Museum as a charity at <https://www.roalddahlmuseum.org/our-story/>

Further current context for the VEM role is in the Role Context document available as part of the recruitment pack.

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About this role

As Visitor Experience Manager (VEM) your job is to ensure we give all our visitors a warm, witty, welcoming experience in a site that is proactively maintained and safe, and always looking phizz-whizzingly smart. You need to ensure that all our Visitor Experience (VisEx) staff have the right training equipment to do their jobs, and that we are compliant with legal and insurance requirements for Health & Safety. You will be determined to keep finding ways we can do things better than before. You will use your commercial nous to maximise our visitor income and achieve Gift Aid and retail growth, generating the funds we need to run the Museum.

You cannot achieve all this on your own, so the success of the job will come from daily leadership in action: training, developing, inspiring, communicating and collaborating with your own team, and with colleagues across the Museum.

Working closely with the Director and Governance & Projects Manager (GPM), you will provide consistency and clarity on what needs to be done, by whom, by when, to drive focused improvement of everyday operations, facilities, and visitor experience, in line with our strategic priorities. You will work with the Director and Finance Manager to make sure the right resources are in place for our planned activity. You will work with the Learning Manager and Marketing & Design Manager to ensure that the visitor experience and public messages are seamlessly consistent in excellence.

Why you should want this job

This role is an ideal progression on an established career path in visitor attractions, charity operations or museums & heritage. We strongly support continuing professional development, and we want people who are keen to keep improving themselves so they can work with their colleagues to serve our public ever better. As a senior manager, you can expect to be potentially involved in any area of Museum activity.

We are a super-friendly team based in a beautiful village with great connections to London. We are a significant part of Buckinghamshire's cultural offer, and we strive to keep improving and increasing our impact as an educational charity. We have a major change project well advanced, that has the potential to redevelop our site and make us one of the best museums for all ages anywhere in the world.

As a family-oriented Museum, our visitor pattern is highly seasonal: almost all our general visitors come in school holidays, and at weekends. If you are looking for a wholly operational role with a big buzz every single day from the rush of visitors, please bear this in mind.

If, however, you want a practical and hands on role which also requires planning, strategic thinking and progression, if you are excited to be part of an evolving, ambitious organisation which is committed to improving our inclusivity and accessibility, our environmental sustainability, our staff training & development... then this could be perfect place for you to make your mark and help realise our vision, that *everyone* is a storyteller.

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This job will suit you if...

- You understand that leadership is not achieved through a job title or organisation chart, it is a way of thinking and behaving within a team, and that it lifts other people.
- You like helping people and get a kick out of providing great customer service in a commercially astute way. You are patient, level-headed and cool under pressure.
- You communicate clearly and proactively – you share information as a default; up, down, and sideways. You enjoy interacting with a variety of people and you understand the value of listening. You can also be discreet and understand when and why this matters.
- You are organised and efficient, with great attention to detail in all your work. You love unpacking puzzles, taking on challenges and finding solutions that stick.
- You are confident with spreadsheets, risk assessments, and budgets; but you understand that not everyone is to the same degree, and you don't let this stop you.
- You can think quickly and take considered action in the moment. You like learning new things and you can learn quickly. When things change, you know how to change yourself and adapt.
- You are motivated and driven. You volunteer for new challenges without waiting to be asked. You're going to take ownership of the time you spend with us and truly make a difference.

The experience you'll need

To get this role you'll need experience that shows how you have played a leading role in improving operations, visitor experience and visitor income generation at a venue similar to our Museum, so you can be clear how you would go about doing the same here.

The more experience you have in relation to any of the areas of responsibility for this role will help your application stand out, but we are less interested in experience measured in time, than we are measured by your depth of understanding based on your experience. Experience counts, but so does the right attitude: to take ownership of this opportunity and make a difference, and to show that you can apply what you know to fulfil this role.

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What you'll be doing

As this is a senior role, you have a great opportunity to define your contribution to the overall success of the Museum in collaboration with the Director, your fellow managers, and your own team.

This role line manages two Visitor Experience Officers and is responsible for the whole VisEx team which also includes for two Visitor Operations Officers, plus a team of around 15 part-time and zero hours Museum Assistants. Your remit includes ticketing, site presentation, health & safety practice, and legal/insurance compliance e.g. maintaining fire procedures, everyday facilities checks, operational risk assessments. You will start your time with us working to ensure you fully understand all these areas from the staff currently leading them, identifying where operations can be improved.

Once you understand, you will challenge with kindness and curiosity, and identify the most impactful ways we can improve everyday operations and visitor experience. This could a tiny, practical adjustment we simply have not put in place before. It could be a training programme. It could be investment in new equipment. It could be identifying a specific change project, then you personally running with it (or supporting a colleague to do so). You will develop our operational systems, processes, and procedures so we do all we need to provide great and safe visitor experience, consistently and by design.

Being a Duty Officer

You will work as a Duty Officer at times when the Museum is open to the public or school visits, sometimes in the week, and you should expect to work a minimum of one weekend day every two weeks. This is vital for the VEM to understand and improve our operations. The Duty Officer is the person in charge of site operation – retail, facilities, and visitor experience, including being a trained First Aider – on the day. The key daily tasks of a Duty Officer are summarised at the end of this profile.

Where could your career go next?

We love helping people to grow their careers, whether that's within the Roald Dahl Museum, or – eventually – moving on to another organisation if that's right for you. We hope this role profile gives a taste of the big ambitions we have, to improve our entire organisation over the next few years and the part the VEM will play in that.

We love finding the sweet spot between what our staff enjoy and what the Museum organisation needs. We have a deep commitment to supporting professional development, and we look for this desire for self-improvement in all our new colleagues.

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Other things you'll want to know

- This role reports to the Museum Director as a member of the Managers Group.
- The Visitor Experience Officer (1.0FTE) and Retail & Visitor Experience Officer (0.61FTE), report directly to the VEM. Within the team, the Visitor Experience Officer manages the Visitor Operations officers (0.8FTE x 2) and the team of circa 15 part-time and zero hours Museum Assistants.
- You'll normally work 37 hours per 7-day week. You will be expected to work a minimum of one weekend day every 2 weeks, as Duty Officer running site operations.
- You'll get 28 days holiday per year, in addition to UK bank holidays. We encourage taking annual leave outside of school holiday periods whenever possible.
- The salary for this role is £45,000 per year. We try and give all staff a cost-of-living pay award each year (not performance-related), although this is subject to the Museum's forecasted financial position.
- There is a 6-month probationary period after you join us. During your probationary period we'll give you the relevant training and direction you'll need to perform your role effectively. The probationary period is the opportunity for you and the Museum to make sure that you're the right fit for the role for the long term.
- You will be asked to take part in a standard Disclosure and Barring Service check as a condition of your employment with us. Spent convictions for matters unrelated to this role are not a barrier to working at our Museum.
- After successful completion of 3 months of your probationary period, the Museum will contribute 6% of your salary into an agreed pension scheme.
- We offer a subsidy to help with the cost of paid local car parks in Great Missenden (there is some, but limited free on street parking), and we can provide an interest free loan to purchase a rail season ticket if needed.
- Our current organisational structure is shown at the end of this document, so you can understand how your role fits into the overall operation of the Museum.
- We are very serious about support for our staff's continuing professional development and personal wellbeing.

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Applying for this role

Applications **must** be completed using the supplied form. CVs may not be substituted for completing this form in full.

We use application forms as a safeguarding measure and to have parity in presentation of applications, but we are open to conversations about different approaches according to need. If you need to make your application in another format, please contact us to discuss.

Recruitment timeline

- Online role briefing session = **Monday 1 July 2024, 2.30pm-3.30pm (Zoom)**
Please email us if you would like to receive an invitation to this role briefing session with Director Steve Gardam. You do not need to have yet completed your application before attending the briefing session. Other sessions may be scheduled subject to demand.
- Application deadline = **Monday 8 July 2024, 12noon**
Applications received after this date and time will not be accepted for this recruitment round, in fairness to candidates who have met the deadline.
- First interviews = **Wednesday 17 July 2024, at the Museum**
- Second interviews (TBC) = **Wednesday 24 July 2024, at the Museum**

Interviews will take place at the Museum; due to the nature of the role, online interviews will not be possible.

Reasonable UK travel expenses can be claimed with evidence of payment/mileage.

Please let us know if you need us to make any adjustments so you can attend an interview.

Feedback will be available for all interviewees on request. However, we cannot guarantee to give feedback to applicants who are not interviewed.

Interview questions in advance

If you are selected for interview, we will share the main questions in advance, so you have a chance to prepare. We are interested in finding thoughtful people who consider what they say and do. However, interviews are dynamic conversations and so it is likely that additional questions will come up in interviews and we want to see someone think on their feet, too.

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APPENDIX: What our Duty Officers do

This role is one of our designated Duty Officer roles; there are 9 of these across the Museum team. Whenever the Museum is open to the public, we will have at least one trained Duty Officer on the premises. We rotate the Duty Officer responsibilities amongst selected members of the team, and we'll provide you with training before asking you to take on this aspect of your role.

Key holding:

- Unlocking the Museum at the start of the day, and locking up at the end of it, and turning off/setting our alarm systems as you enter and leave.
- As part of a call-out roster responding to out of hours alarms, as required.

Health and Safety, Emergency procedures:

- Applying your knowledge of health and safety and emergency procedures (for example First Aid, Safeguarding and Fire and Evacuation).
- Proactively checking issues related to health and safety and emergency preparedness at the start of each day (for example, site cleanliness and tidiness, trip hazards etc.).

Setting standards and responding to feedback:

- Set a high standard of visitor experience by role modelling great behaviour to visitors and the team, constantly helping the team to improve through micro-coaching.
- Responding constructively to any complaints and using your judgement to escalate complaints to the Director.
- Making sure that all the Museum Assistant team are aware of appropriate complaint response procedures at the start of each day.
- Reporting any operational issues to the Operations Group at the end of the day, (or sooner if severity demands), along with recommendations for how to resolve the issues.

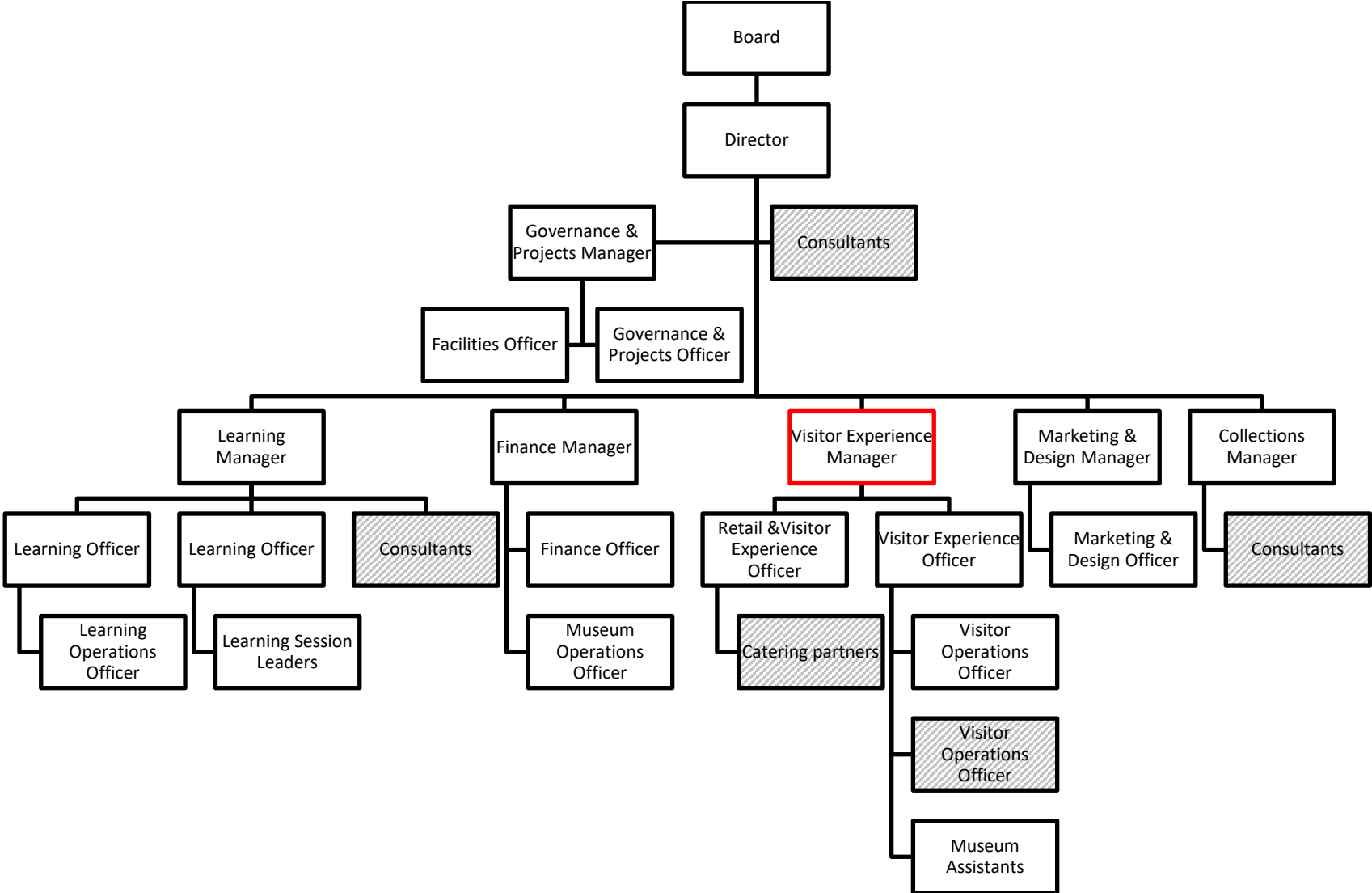
Supervising the team:

- Checking in advance of your Duty Officer shift that we are adequately staffed for the day.
- Making sure all the Museum Assistant team are briefed for the day ahead, including key points such as: the Museum programme; who to contact if they have a query; and any health & safety issues/considerations.
- Supervising the work of the Museum Assistant team, and personally providing cover to the team as necessary.
- Regularly patrolling the Museum site and addressing any issues that you find, making sure the site is safe and tidy.

Sales and cash handling:

- Making sure that the ticket desk and shop are all well stocked and presented, and all sales equipment is prepared (e.g. making sure there are spare toilet rolls at the start of every day).
- Taking responsibility for ticket and retail sales and cashing up in line with Museum financial procedures.

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