

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 Officer (maternity cover)
Reports to:	Visitor Experience Manager
Responsible for:	2x Visitor Operations Officers, plus Museum Assistant team
Salary:	£29,895 per annum for 37 hours per 7-day week including weekend days
Contract:	Fixed-term, up to 12 months maternity leave cover (9 months minimum)
Holiday:	28 days plus public holiday allowance, pro rata
Pension:	6% employer contribution after 3 months
Core task:	Everyday operations, visitor experience, income generation

Context for this role

In 2023-24 Roald Dahl Museum and Story Centre welcomed 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.

Delivering a fantastic visitor experience, every single day we are open, is key to that ongoing recovery, and our Visitor Experience Officer (VEO) plays a huge part in making that magic happen. This maternity cover role could be ideal for you if:

- You are looking to take your next step and build your team leadership experience in a visitor experience/customer-facing career.
- You are someone with plenty of customer care experience – perhaps in a different sector – looking to move into the non-profit/heritage/cultural sector.

We are looking for someone with the enthusiasm and transferable experience to help us move our visitor experience to an even higher level. We want to meet and beat our high standards of visitor experience, income generation (from tickets, Gift Aid, donation and retail), site maintenance and presentation, as part of a supportive and pragmatic Museum team.

The Visitor Experience Officer line manages a team of frontline staff: 2x Visitor Operations Officers and weekend/holiday Museum Assistants.

We're a small and collaborative team, so you'll also perform other tasks that aren't listed in this role profile. Your duties will also naturally evolve over time. This profile therefore aims to give you a good understanding of the key parts of the role rather than be an exhaustive list of duties.

We understand that taking on a short-term maternity cover contract can feel uncertain. That's why we guarantee a minimum of 9 (nine) months' work, even if the substantive postholder returns to work after their statutory maternity leave period of 6 months. It is certainly possible that the role could be extended further.

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

Why you should want this job

This role is an ideal progression opportunity on your career path in visitor attractions, charity operations or museums & heritage. As a senior officer responsible for everyday visitor experience, your work could potentially overlap with any area of Museum activity.

We are a super-friendly team based in a beautiful village with great connections to London. We are an award-winning visitor attraction with a recent Visit England rating of 95%... and we want to get even better!

If you want a practical and hands-on role, 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.

What you'll be doing

Our VEO manages the team of Visitor Operations Officers and Museum Assistants who staff the galleries, ticket desk and shop areas. The VEO role also requires close cooperation working with the Facilities Officer to maintain regular checks on the condition of the galleries, wider site, and building systems to make sure we look good and stay safe for all our visitors. It requires close cooperation with the Collections Manager for equivalent site checks relating to collections care.

You'll report to the Visitor Experience Manager, and work with your colleagues across the Museum as part of Operations Group and Programme Group.

You should expect to typically work one day most weekends, when you will be the Duty Officer in charge of the site. Our busiest times are during school holidays so you can expect to work most of the time during these periods, but we will work with you to ensure you get the opportunity to take your annual leave at times that suit both you and the Museum.

You will work on projects to improve the recruitment, training and performance of our front of house Museum Assistant team, critical to the quality of our overall public offer.

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Visitor Experience:

- Leading on the training and supervision of the Visitor Experience front of house Museum Assistants – sharing and constantly improving your own knowledge of how to provide excellent customer service through both structured and ad hoc training, and ensuring induction, health and safety training and safeguarding training are up to date and documented for your team;
- Recruiting and rostering Museum Assistants, helping us to make sure we're recruiting the right people for the job and we have the right levels of trained staff when we need them;
- Becoming a lead contact and a 'super-user' for our ticketing system, working closely with the Museum Operations Officer;
- Reviewing and improving the uptake of Gift Aid via the admissions till, and for online sales;
- Planning the Duty Officer (person in charge of site) rotas to ensure cover for school holidays and weekends – there are nine staff roles designated to be Duty Officers to share this responsibility;
- Taking part in Operations and Programme Group meetings, collaborating with colleagues from to maintain and improve the condition, operation, and public offer of the Museum;
- Cash management: cashing up tills and dealing with G4S money collections. Liaising with the Finance team for any reports required to analyse income from ticketing system.

Retail (on-site and online):

- Maintaining smart stock levels, anticipating when higher levels may be required;
- Considered and careful visual merchandising to drive sales in our on-site shop;
- Training frontline staff with the latest product information and to encourage upselling;
- Developing good relationships with stock suppliers, and with colleagues at the Roald Dahl Story Company to anticipate new products launches;
- Using back-office retail software to manage on-site stock information (Bleep EPOS), and online (Shopify);
- Liaising with customers regarding enquiries, returns, replacements and refunds.

Health, Safety, Facilities:

- Playing a leading role in reviewing and updating our Fire & Evacuation and Health & Safety procedures in collaboration with the Facilities Officer, reporting to the Director and making sure all your colleagues are aware of our shared safety responsibilities;

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- In collaboration with the Facilities Officer, making sure our security, emergency lighting, fire suppression and alarm systems are all regularly checked and documented by Visitor Experience team members and working as expected, raising any issues for repair;
- Making sure that the galleries are properly maintained so that any issues are resolved as swiftly as possible, escalating where necessary;
- Working with the Museum Operations Officer and Learning team to ensure supplies for the galleries are ordered and available, e.g. cleaning equipment, toilet paper, craft sheets etc.

You will also work as a Duty Officer at times when the Museum is open to the public or school visits. The Duty Officer is the person in charge of site operation - retail, facilities and visitor experience - on the day. The key tasks of a Duty Officer are summarised at the end of this profile.

This job will suit you if...

- You enjoy solving problems. You love taking on challenges and you don't get flustered easily... and if you don't know the answer you'll dig until you find out;
- You like helping people and get a kick out of providing great customer service. You are patient, level-headed and cool under pressure;
- You're a team player, and you understand when to offer support to colleagues but also when to ask for help;
- You communicate clearly and proactively – you share information as a default. You enjoy interacting with a variety of people and you understand the value of listening;
- You pay attention to the details. As far as you are concerned, anything worth doing is worth doing right, every single time. You stay focused and nothing falls through the cracks on your watch;
- You think on your feet. 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 some experience of showing how you have played a role in improving customer service within a team, so you can be clear how you would go about doing the same here. It might be that was experience in another museum, but it might have been somewhere different, as a volunteer, or in a side project. Experience counts, but so does the right attitude: to take ownership of this opportunity and make a difference.

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Where could your career go next?

We love helping people to grow their careers, whether that's within the Museum, or – eventually – moving on to another organisation if that's right for you. Within the Museum you may have the opportunity to develop your role further in Visitor Experience as we have big ambitions to develop and grow over the next few years – we love finding the sweet spot between what our staff enjoy and what the Museum organisation needs.

Other things you'll want to know

- This role reports to the Museum's Visitor Experience Manager;
- In turn, the Visitor Experience Officer manages the Visitor Operations Officers and the Museum Assistants front of house;
- Whatever your regular working hours are agreed to be, expect them to include one regular weekend day, most weekends per month;
- You'll get a pro rata leave allowance appropriate to your agreed contracted hours/length of service based on a full-time allowance of 28 days holiday per year, in addition to UK bank holidays;
- The full-time annual salary for this role will be £29,895, for someone working 37 hours per week.
- There is a 3-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;
- After successful completion of your probationary period, the Museum will make a contribution of 6% of your salary into an agreed pension scheme;
- A summary of our current organisational structure is included at the end of this document, so you can understand how your role fits into the overall operation of the Museum.

What our Duty Officers do

This role is one of our designated Duty Officer roles; there are currently 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 senior team, and we'll provide you with training before asking you to take on the role.

Key holding:

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- 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 Retail & Visitor Experience Manager or the Director;
- Making sure that all of the Front of House 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 front of house 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 and safety issues/considerations;
- Supervising the work of the front of house team, and personally providing cover to the team (both rostered and ad-hoc) 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.

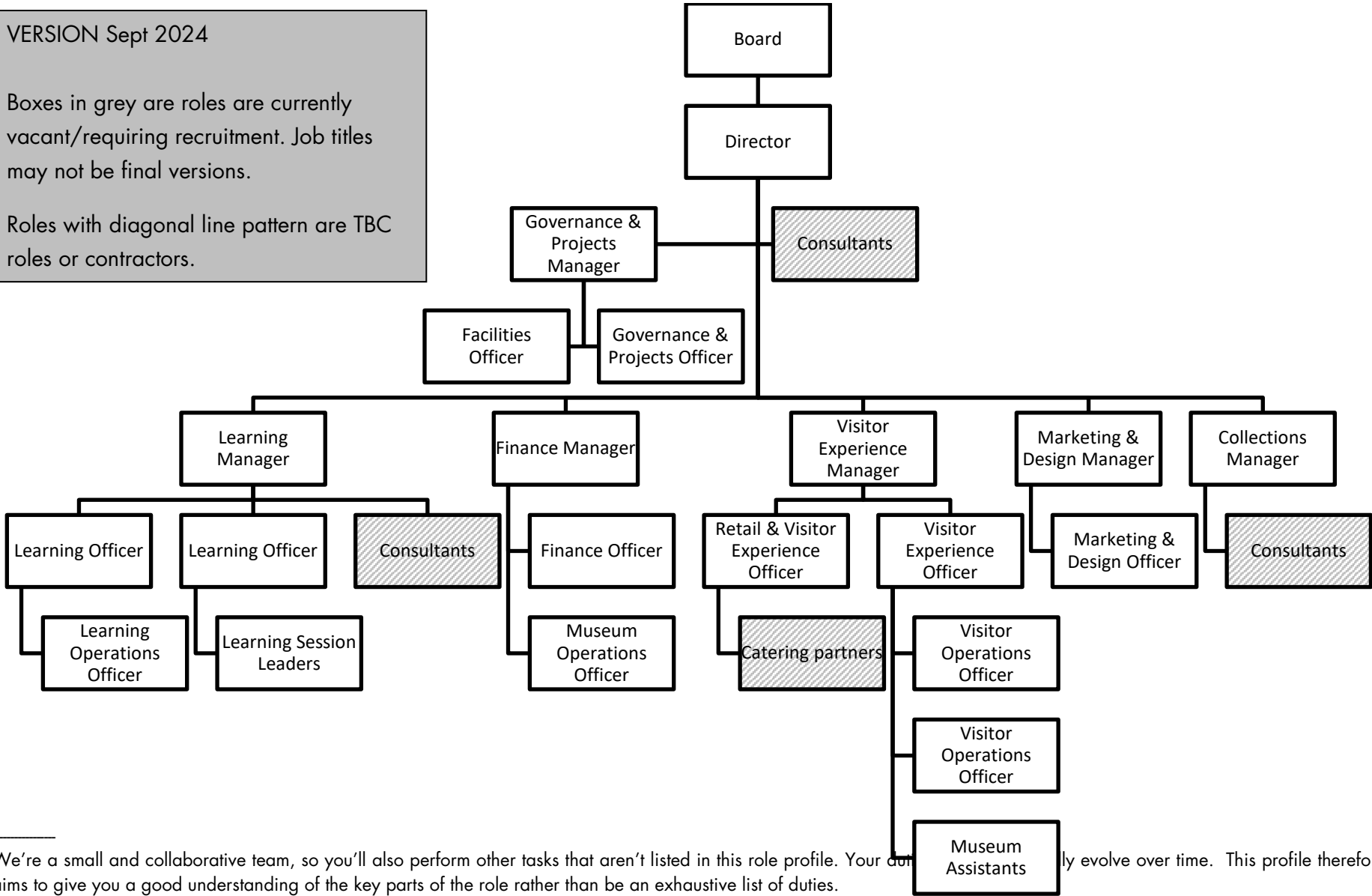
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**Role profile:
Visitor Experience Officer MATERNITY COVER**
FINAL Version Sept 2024

VERSION Sept 2024

Boxes in grey are roles are currently vacant/requiring recruitment. Job titles may not be final versions.

Roles with diagonal line pattern are TBC roles or contractors.



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