

JOB DESCRIPTION – Visitor Welcome Assistant

NATIONAL COAL MINING MUSEUM FOR ENGLAND

Reporting to: Head of Commercial

Responsible for: N/A

The Visitor Welcome Assistant provides an efficient and effective first point of contact for those planning and making a visit to our amazing Museum. Welcoming people to site, supporting them to maximise their enjoyment, explore all we have to offer, optimise their dwell time and encourage them to spend in the shop and the café.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Trust.

KEY RESPONSIBILITIES

Provide a professional, warm and friendly welcome for visitors on arrival, checking them into the electronic booking system, providing them with written and verbal information and responding to questions and queries raised.

Provide an efficient and professional first point of contact for telephone and email enquiries into the Museum, responding/redirecting as appropriate.

Maintain the shop environment to the highest standards, supporting the Head of Commercial in sourcing, displaying and managing the retail offer.

Handle cash and card transactions in line with the organisation's Policies and Procedures, liaising with Business Support colleagues.

Maintain and deliver an effective electronic sales and booking system, providing advice and support to customers, ensuring that opportunities for visits are flexible and numbers of visitors maximised.

Liaise with colleagues to ensure a 'joined-up' offer is available, that the itinerary of both surface and underground visitors optimises the utilisation of the overall Museum facilities.

As required, collate statistical and qualitative data to inform performance management, investigate fluctuations in visitor numbers and build relationships with others in the market.

Be accountable for their own personal development and keep up to date with developments within their own area of expertise.

Take reasonable care for the health and safety of all staff, volunteers and of others who may be affected by their acts or omissions at work.

PERSON SPECIFICATION

Knowledge and Experience
• Experience of working in a customer facing role
Qualifications and Training
• Previous sales training desirable
•
Skill and Abilities
• Confident and current experience in the use of a range of IT systems and packages
• Proactive with excellent interpersonal and communication skills
• Flexible team worker with excellent relationship building skills.
• Numerate
• Ability to manage conflicting priorities and remain calm and professional under pressure.

The post-holder's duties must at all times be carried out in accordance with the Museum's Equal Opportunities Policy and other policies designed to protect employees or the Museum's users from harassment.

It is the duty of the post-holder not to act in a prejudicial manner towards the Museum's users or employees. The post-holder should also counteract such practice or behaviour by challenging it or reporting it.

Agreed By	Julie Elliott
Date of Issue	January 2024