

## JOB DESCRIPTION

<b>Job Title</b>	Visitor Experience Manager - Sales	<b>Duration</b>	Temporary (July 2021)
<b>Division</b>	Audiences	<b>Hours/FTE</b>	36
<b>Dept</b>	Visitor Experience	<b>Salary</b>	£27,878
<b>Reports to</b>	Senior Visitor Experience Manager - Sales	<b>Direct Reports</b>	Visitor Experience Deputy Manager, Visitor Experience Assistants - Sales

### Context

The Visitor Experience team sits as part of the Audiences division – an area that brings together the brand, marketing, communications, visitor experience and CRM/data teams across all the V&A's sites. Responsible for making our visitors feel part of the V&A's growing family and placing the visitor at the heart of the V&A.

The Visitor Experience team plays an important role in how the V&A warmly welcomes all its visitors, ensuring access to collections is inviting and illuminating. The Visitor Experience team generates income by driving upsells on donations, gift aid and membership.

The Visitor Experience Sales Team's key role and function focuses on visitor welcome and income generation. This includes providing an outstanding welcome, selling exhibition tickets, upselling gift aid, donations and membership to meet and exceed KPIs.

### Main Purpose of job

The Visitor Experience Managers – Sales are responsible and accountable for the Welcome and Sales operation at the V&A. This role is responsible for achieving income and KPI targets and maximising profitability through effective planning, commercial activity, sales drive and cost management. They work with the other VE Managers - Sales as well as the VE Managers – Operations as a united and collaborative team. They drive the Deputy Managers and assistants to deliver the best possible visitor experience by active coaching on the floor.

This role has direct management responsibilities for the VE Deputy Sales Manager and VE Sales assistants. All staff must be fully trained and developed to consistently deliver a world class welcome and exceed sales performance targets. They support the Senior Manager – Sales, in ensuring the ticketing and welcome operation is effective, providing insights, implementation of ideas for improvement and regular feedback to the team on their performance.

They offer first line leadership and coaching to the Deputy Managers, Assistants and Volunteers, encouraging the team to communicate openly and honestly. Each Visitor Experience Manager has a Deputy Manager who directly line manages half of their assistants. Whilst the Managers are ultimately responsible for their team; the Deputy Managers are expected to independently manage their assigned team members' performance, asking for advice or escalating to their manager where appropriate.

### Key Responsibilities

Be responsible and accountable for overseeing daily sales operations. Maximising revenue generation through the promotion of exhibitions, events and memberships, ensuring the proactive promotion of ways to donate and achieving high Gift Aid targets.

Work as part of the wider Visitor Experience Management Team, responsible for the Front of House operation across the museum ensuring a world class visitor experience is delivered to all.
Direct line management of a dedicated team and the Deputy Manager actively providing leadership and support to sustain good team morale and high performance on the floor.
Clearly communicate with the Senior Visitor Experience Manager, VE Managers and Deputy Managers to create an effective and united management team.
Coach the assistant and deputy management team to establish a visitor-focused and sales culture.
Read, adhere, follow and improve all sales procedures. Investigate any discrepancies in a timely manner and actively coach the team discussing performance with the other Visitor Experience Managers and Senior Manager.
Be a champion for the visitor, representing the department and visitor at every level. Proactively deal with comments and resolve complaints from visitors as they arise, investigating issues thoroughly and suggesting and implementing appropriate solutions. Evaluate and identify any common themes arising and work with the management team in developing plans to improve service delivery.
Cover the operations management role when requested to ensure the museum galleries are accessible for visitors.
Positive collaboration with other departments, finding solutions, managing expectations and effective stakeholder management.
Work coherently with colleagues in Security and take appropriate and sensible action during emergency situations, adhering to procedures.
Deliver and take ownership of effective, consistent and clear communication ensuring all members of the team have the correct information to carry out their role to the best of their ability.
Work closely with the Staffing Coordinator to ensure all museum operations are able to run smoothly, take ownership of correct staffing levels and training opportunities for the team.
Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion and diversity.

*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role*

## PERSON SPECIFICATION

Job Specific	An experienced people manager, with strong leadership skills gained within a customer service or visitor environment. An instinct for inspiring and motivating staff in order to bring the best out of them. Ability to deliver strong briefings and collate and analyse feedback from colleagues and team members. Have a clear understanding and experience of the nuances of managing large and diverse teams.
	Someone who has a genuine passion for people and takes pride in satisfying high expectations of visitors, driven by delivering a world class experience. A demonstrable understanding of best practice of visitor experience or customer service in an institution of similar scale (size and operation) to the V&A.

	<p>An experienced sales manager with a sound grasp of business principles, sales drive and a proven track record of leading a team in exceeding KPIs in a visitor/customer sales environment.</p> <p>Demonstrable experience and ability to create or take advantage of new commercial opportunities. Manages and generates income effectively.</p> <p>Demonstrable experience of taking an active role in encouraging and implementing new ideas to improve the visitor experience and operation. Flexible in thinking and approach. Always open to change but works within museum guidelines.</p> <p>Evidence of good analytical and problem-solving skills, ability to act quickly and manage a wide range of complex situations. Able to delegate clearly and effectively where appropriate to achieve results as a team</p> <p>High level of emotional intelligence. Sincerity when dealing with visitors or members of the team, receptive to others' opinions, able to take on feedback and be considerate in the response.</p> <p>High level of organisational skills, with demonstrable ability to stay focussed on intricate tasks, whilst balancing incoming requests and varying workloads to deliver within deadlines. Able to organise, lead and work with large complex teams.</p> <p>Passionate about professional development for you and your team, with proven examples of developing whole teams and individuals.</p> <p>A clear communicator that is able to deliver appropriate levels of information in either spoken or written format to all levels of the organisation. Ability to influence stakeholders.</p> <p>Experience in dealing with a variety of emergency situations with proficiency in crowd control and an understanding of safety and security within an institution such as the V&amp;A. Must be excited by a good queuing system.</p>
Core Skills	<p>A strong team player, with the ability to work closely with peers to achieve a common goal. A high level of diplomacy, able to act as an ambassador for the museum in a variety of situations.</p> <p>Experience of communicating clearly, with the ability to adapt your communication style for different groups</p> <p>The ability to use MS Office and other relevant IT systems as appropriate for the role.</p> <p>Understanding of how to have a flexible approach to work within a busy operational environment.</p>
Behaviours	<p><b>Respects</b> others' expertise, time, perspectives and contribution.</p> <p><b>Takes responsibility</b> for delivering on actions, achieving high-standards and learning from mistakes</p> <p><b>Open to change</b>, new ideas and suggestions; looks for opportunities for improvement and self-development</p> <p><b>Works with others</b> outside their own department in a collaborative, understanding, and, engaging way.</p> <p>Actively leads and manages others, taking ownership of corporate decisions and role models positive behaviours.</p>
Desirable	<ol style="list-style-type: none"> <li>1. Experience in similar role</li> <li>2. Experience in coaching and improving performance of a team</li> <li>3. Experience using or managing Ticketing/CRM Systems</li> </ol>

# Rota pattern

	Week 1							Week 2							Week 3								
Sales	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
VE Manager - Sales	Working day	Training	IN	IN	IN	IN	IN	Working day	Working day	IN	IN	IN	IN	IN	Working day	Working day	IN	IN	IN	IN	IN		Average Weekly Hours
																							36
	Week 4							Week 5							Week 6								
Sales	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
VE Manager - Sales	Working day	Working day	IN	IN	IN	Working day	Working day	Working day	Working day	IN	IN	IN	IN	IN	Working day	Working day	IN	IN	IN	IN	IN		

Training
Day off
Working day