

Job Description

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| Job Title | Visitor Experience Supervisor |
| Reporting to: | Head of Operations, Cosford |
| Direct Reports: | Visitor Experience Assistance (VEA) and volunteers as appropriate |
| Grade: | Technical and/or Team Supervisory |
| Department/Team: | Operations |
| Group: | Visitor and Commercial Development |

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprises: Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

The day to day supervision of the on-site visitor experience operation, and the provision of technical support in a defined visitor experience activity area. Help inspire and lead the front of house team, ensuring the experience provided by The Royal Air Force Museum has a clear focus on ensuring our visitors are delighted with first class service and are enabled to connect with our compelling story

Key Role Responsibilities

- Actively engage the front of house (FoH) team of Visitor Experience Assistants (VEA) and volunteers, and staff and volunteers from other departments, to provide an exceptional visitor experience, excelling in customer service and interaction, and assist the empowerment of others to deliver the same aims and objectives.
- As nominated the post holder will lead on specific areas of the FoH team's work, engaging with other teams as required. Supervise the front of house activities of VEAs and volunteers. Ensure the delivery of appropriate customer care and presentational standards in accordance with the expectations of the Museum.
- Be expected to manage/oversee the performance, development and welfare of a subset of VEAs and/or volunteers, and may themselves be required to undertake routine VEA duties when cover is required.
- Manage, coach and support VEAs in the delivery of a first-class visitor experience.
- Act as the Site Coordinator in emergencies and the Duty Manager when required to do so.
- Help to ensure that all front of house staff are customer-focused, motivated and empowered.
- Ensure the support/ delivery of front of house sales and fundraising activities to maximise financial return and meet specified targets.
- Ensure that agreed safety, security and surveillance measures are being followed. Report all incidents and 'near misses' to the appropriate person.
- Utilise available staff resources flexibly to meet the needs of the business. Ensure that appropriate front of house staff resources are available on the day to support corporate, public

and formal events, and provide general logistical support.

- Support and implement museum initiatives re environmental sustainability.
- Lead on specific areas of FoH work and provide advice and guidance to the Head of Operations and other Visitor Experience colleagues. Areas to be addressed may include: Volunteer Management, Compliance (H&S/ Security/ Safety), Commercialisation, Event and Activities, etc.
- For your specific topic area(s), take delegated responsibility for ensuring that the front of house operation fully complies with all relevant legislation, duty of care obligations and any industry/sector standards that may apply.
- Undertake research and project work as required to deliver service improvements and/or enhanced performance in your topic area.
- Define and develop volunteering roles that can assist your topic-related work.
- Act as a customer-focus role model.
- Ensure, through coaching, training and other development opportunities, that all Visitor Experience staff and volunteers have the appropriate skills and experience to deliver excellent customer service.
- Ensure that your subset of Visitor Experience Assistants and/or volunteers feel valued and that their views are taken into account.
- Ensure that the performance of these staff and volunteers is managed in accordance with the Museum's performance management system including the completion of annual performance reviews and regular 1-2-1 meetings.
- Ensure that relevant RAF Museum policies and procedures, including the RAF Museum's Health & Safety Policy and procedures, are communicated to staff and volunteers and, with Line Managers, that the standards outlined in them are maintained.
- Act as a deputy Designated Safeguarding Officer for the site.
- Maintain appropriate departmental records.
- Undertake audits and inspections as required.
- Manage leave requests, rotas and sickness absence.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.

- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including in relation to Health and Safety, Safeguarding and GDPR.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

Person Specification

The post holder **must** have (and be able to demonstrate) the following core/professional competencies)

| COMPETENCY | DETAILS |
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| Essential technical competencies | <ul style="list-style-type: none"> • Excellent communication skills (written and oral). • Positive and enthusiastic. • Warm/empathetic. • Understanding of compliance and duty of care responsibilities in relation to the operation of a busy visitor attraction. • Takes ownership/responsibility for tasks. • Appreciation of what constitutes great customer service. • Commercial acumen. • Ability to work flexibly. • Educated to GCSE standard or equivalent. • Willingness and ability to hold a First Aid qualification. • Eye for detail. • Experience of supervisory work in visitor operations in the arts/heritage/tourism sector or a similarly customer-focused environment. • Knowledge and practical experience in relation to relevant specialist topic(s). • Able to undertake tours with visitors. |
| Communication & Engaging People | <ul style="list-style-type: none"> • Displays enthusiasm around activities, adopting a positive approach when interacting with others, and motivating team members. • Listens to, understands, respects and accepts different views, ideas and ways of working. • Expresses ideas and provides feedback in a timely and effective manner and with sensitivity and respect to others. • Gives credit and acknowledges contributions of individuals in team. Deals with team performance or behaviour, issues in a timely and suitable way. • Seeks effective ways of working with colleagues, team members and other stakeholders, sharing information, knowledge and experience. |
| Decision Making & Problem Solving | <ul style="list-style-type: none"> • Uses experience and knowledge of standard practices, procedures or customs to evaluate problems and make appropriate decisions/provide appropriate advice. • Is able to deal with unfamiliar situations or issues in an effective manner, understanding when a situation requires reference to a relevant individual. • Takes initiative to suggest improvement ideas, sharing with the |

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| | <p>appropriate people in a constructive manner.</p> <ul style="list-style-type: none"> • Takes ownership of problems in their own area of responsibility. |
| Delivering Results | <ul style="list-style-type: none"> • Is able to organise own and others' activities to deliver to expected standards and targets, with operational responsibility for a particular area. • Shows determination to meet own objectives and priorities and supports team members in doing the same. • Considers and pre-empts situations that may require changes to own or, if applicable, team's priorities, and plans accordingly. • Remains positive and focused on achieving outcomes, despite setbacks. |
| Change, Adaptability & Flexibility | <ul style="list-style-type: none"> • Is receptive and/or pro-actively identifies and contributes to new ideas and approaches, and adapts accordingly. • Has the ability to handle conflicting priorities. • Ensures own or, if applicable, team, uncertainties around any proposed changes are promptly and constructively raised with the appropriate people/person. • Demonstrates an understanding of the need for change and adapts activities and approaches to successfully support the change. |
| Professional Excellence | <ul style="list-style-type: none"> • Demonstrates the appropriate level of technical and/or professional knowledge to fulfil the requirements of the role. • Demonstrates pro-activity in seeking opportunities to develop skills, knowledge and experience within own area. • Shows a willingness to take on new opportunities and activities to expand experience, skills and expertise. |
| Strategy & Leadership | <ul style="list-style-type: none"> • Understands the Museum's purpose, vision and strategic objectives, and how their own role, their team and other teams within the Museum, supports their achievement. • Positively influences and motivates others, building trust and co-operation within and between teams. |

The following are desirable:

| COMPETENCY | DETAILS |
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| Additional technical competencies | <ul style="list-style-type: none"> • Experience of working with volunteers. • Project management. • Relevant qualification in specialist topic area(s). • First Aid qualification. • Good level of computer literacy and IT skills including Microsoft Office software. |

Date created: 17/12/19

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