



## **JOB DESCRIPTION**

<b>POST TITLE:</b>	Visitor Experience Manager
<b>DEPARTMENT:</b>	Warwick Arts Centre
<b>SUB-DEPARTMENT:</b>	Operations
<b>POST RESPONSIBLE TO:</b>	Director of Planning and Operations
<b>POST RESPONSIBLE FOR:</b>	Assistant Visitor Experience Managers x 3 Volunteer Coordinator x 1 Stewards and Head Stewards
<b>SALARY IN THE RANGE:</b>	£32,348-£42,155

**JOB PURPOSE:** To work within the Arts Centre Team to support and implement the vision, aims and values of Warwick Arts Centre and contribute to the overall Arts and University strategy

To provide effective day to day management, high quality visitor experience and events management across WAC venues for events both onsite and offsite.

## **Duties and Responsibilities**

### **Mission, Vision & Values**

- To work within the department to deliver the day-to-day visitor experience and event management, providing visible leadership to the visitor experience team optimising motivation and engagement to enable high levels of both performance and efficiency, always leading by example.

### **Quality, Systems and Process**

- To liaise and work closely with colleagues to ensure all systems and processes are managed to the highest standard and introduce new working practices and equipment, as appropriate, to ensure optimum efficiency and excellent quality of service.
- To ensure compliance with all University and Warwick Arts Centre management policies and procedures, reporting back to the Director of Planning and Operations as required.
- To be responsible for visitor experience performance, including assisting with preparing and monitoring service area budgets, income targets and business / action plans.
- To ensure that all financial systems and process are fully applied and completed accordingly in line with University Financial policy and procedure.
- To implement systems and processes to ensure the highest possible standards of hygiene and cleanliness are delivered in public areas.
- To be fully trained and able to use the ticketing system, Artifax, Kinetic and any other IT systems as the business requires. Liaison with IT dept as required.

## **Visitor Experience and Event Management**

- To develop and implement visitor experience plan ensuring we are presenting an excellent, 'on brand' standard of service / experience to all internal and external customers, front and back of house.
- To lead the Visitor Experience team to identify and provide the best possible visitor journey and experience, providing direction and overseeing event operations, acting as the bridge between event delivery and all other departments involved in co-ordinating and delivering the visitor experience.
- To devise training programme for all front of house staff and support WAC team leaders in establishing and delivering visitor experience standards in their teams.
- To work closely with colleagues to ensure the successful delivery of events, managing allocated hires and associated admin.
- Duty Management duties as required and at evenings and weekends, being responsible for all staff, artists and public in the building, deputising for the Licensee and Director, Planning and Operations and ensure compliance with all relevant licenses at all times.
- To ensure day to day compliance with all health and safety and data protection legislation (including evacuation procedures, staff awareness, training and training records and venue checking procedures), updating standard operating procedures and risk assessments related to visitor experience /front of house operations, including business continuity and building fire and evacuation procedures.
- To assist with day-to-day departmental liaison with Security, Estates, Cleaning Services, Warwick Conferences, Ancillary Services, Catering/Retail, other university departments and third parties operating within the venue to ensure experience/service and building standards (internal and external) are understood and delivered at all times.
- To assist in the compilation and coordination of information internally and externally to ensure the smooth running of events across both venues, using the Artifax venue management system and ensure the smooth administration of all performances, events, talks and receptions, including PRS returns.
- To administer conference business held in the Arts Centre, including all liaison during conference time on their operational requirements, and organising/attending weekly operations meetings.
- To assist with ensuring all complaints / compliments and feedback are managed appropriately and the service improved where appropriate.
- In liaison with Operations Manager to ensure and manage appropriate security provision for property, exhibitions, works of art projects and act as key holder as required, ensuring the building is alarmed and secured every day before handing keys to security.
- To be responsible for overseeing in house and events merchandising operation, to include forecasting, monitoring, meeting and exceeding current targets. Assist with the procurement of new suppliers for in house merch as required. Liaison with artistic companies regarding performance requirements, negotiate and collect daily merchandise fees, etc

## **Human Resource Management and Staff Development**

- To coach, appraise and develop the team to ensure they deliver professional and effective outputs, meeting goals and objectives and following policies and procedures; ensure staff are delivering the visitor experience service effectively and efficiently, review and take corrective action as appropriate.
- To ensure all staff receive appropriate, adequate, timely training as a result of regular one-to-ones, PDRs are completed, and accurate and appropriate HR records are kept.
- To manage underperformance in line with the University policy and procedure.

## **Finance and Budget**

- To be proactive in delivering cost improvements and efficiencies to ensure best value as required by the Arts Centre.
- To analyse and control the usage and cost of all resources within budget, authorise and monitor staff hours in line with business needs and authorise timesheets and processing, as necessary.

## **General**

- To be a competent IT user able to use and quickly learn different systems and packages including excel, word ad industry software.
- To drive vehicles as appropriate, subject to complying with the conditions of the University's motor insurance policy.
- To understand, adhere to and promote University of Warwick and Warwick Arts Centre policies and procedures.
- To work as required unsociable hours including overnight, weekends, customary and statutory days.

## **Behaviours**

- To be an ambassador for WAC, it's vision and mission, and to provide excellent customer experience to all staff, users and visitors.
- To lead by example and identify and promote best practice and to undertake any training as required by the post.
- To be a proactive, positive, willing, and flexible member of the team supporting Warwick Arts Centre meet its objectives and vision.

## PERSON SPECIFICATION

### POST TITLE: Visitor Experience Manager

<b>REQUIREMENTS</b> The post holder must be able to demonstrate:	<b>ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS</b>	<b>MEASURED BY:</b> a) Application Form b) Test/Exercise c) Interview d) Presentation
Educated to GCSE or equivalent level or to have a demonstrable level of similar qualification or equivalent experience	E	a,c
Good experience of working in a theatre, concert hall or equivalent and a knowledge/passion for this business	E	a,c
Experience in a house/duty/customer experience management role, ideally in an arts venue or hospitality environment	E	a,c
Significant experience of leading and managing team including volunteers	E	a,c
Thorough and up-to-date knowledge of all legislation as it affects places of entertainment, buildings, and employment	E	a,c
Knowledge of Health & Safety regulation relating to a facilities function	E	a,c
Excellent communication, organisational and interpersonal skills	E	a,c
Sound IT skills including experience of Microsoft Office and the ability to adapt to new software	E	a,c
Ability to give and interpret on-going instructions correctly, organise and prioritise workload, maintain high standards of housekeeping, problem solving skills	E	a,c
Excellent communication, organisational and interpersonal skills	E	a,c
Experience of budget management	E	a,c
Experience of event management and negotiation of fees	E	a,c
Experience of managing and communicating change	E	a,c
Experience of and a commitment to delivering excellent customer service personally and through a team of staff	E	a,c
Experience of working independently and as part of a team	E	a,c