

TORQUAY MUSEUM

Role title: Visitor Services/Gift Shop Officer – TQM 4

Reporting to: Director, Torquay Museum

Location: Torquay Museum, 529 Babbacombe Road, Torquay, TQ1 1HG.

Salary: £16,500 p/a pro rata (£8.46 per hour)

Hours per week: 21 hrs per week

Normally worked as three, 7 hour days. You will be required to work some Saturdays and Sundays and occasional evenings on a rota basis.

Holiday Entitlement: 28 days p/a pro rata plus public holidays

Closing date: 6 December 2018

1. Corporate goals

Our organisation is confident, resilient and enterprising.
We are a valued and integral service in our community.
Our work is sustainable and resourceful.

2. Key Purposes of the Role

- Provide the main point of welcome for all visitors to the Museum and be the first point of contact for all enquiries.
- Sell admission tickets to visitors and actively promote future events and the benefits of gift aid membership to visitors.
- Administer corporate and event bookings.
- Assist with events organisation and management including ideas, publicity, marketing
- Manage the Museum Gift Shop – including front of house volunteers
- Financial administration of sales ledger, invoicing etc.
- Administer the Friends of Torquay Museum scheme.

3. Responsibilities

- Customer welcome – ensuring customer services standards are identified, maintained and improved.
- Admissions and retail sales.
- Point of sale management and cash handling.
- Manage group and corporate bookings.
- Business development support, particularly growing our corporate and event hire business, international and other schools bookings.

- Handle enquiries received by all forms of communication – phone, email, web site, letter, and coordinate appropriate responses.
- Generate and issue sales invoices.
- Enter sales invoices into the accounting system
- Process booking deposits and receipts and chase outstanding debts.

4. Key result areas

The post holder shall:

- provide an excellent standard of customer service and visitor welcome throughout the day, always projecting a friendly, helpful and approachable image of the Museum.
- actively promote gift aid on entry to paying visitors to increase income.
- achieve targets in the following areas:
 - admissions sales.
 - visitors taking up Gift Aid.
 - museum shop sales.
 - corporate and group hire sales.
 - customer service and accuracy in relation to sales ledger administration.

5. Role competencies

To be considered for this post you will need to demonstrate the following competencies:

Essential

Customer focus

- puts themselves into the shoes of the customer/visitor.
- identifies and proactively engages well with those who can help improve the organisation's customer/visitor service.
- ensures customer services standards have been identified, maintained and improved.
- considers the current and long-term needs of all the organisation's stakeholders, especially customers/visitors.
- continually and consistently considers what customers/visitors think about in terms of service expectations.
- creates an environment in which innovative, efficient and effective ways to meet customers' service requirements are generated by colleagues and implemented.
- Provides a friendly and efficient customer focused approach to members, visitors and staff in person, by phone and through email communication.

Financial systems

- Demonstrates experience of bookkeeping and use of computerised accounting systems.
- operates EPOS tills and handles cash securely and accurately.

Administration

- is able to administer point of sale, bookings and payment systems effectively and accurately.

Team working

- recognises the importance of team working.
- works effectively with partners/colleagues/peers/team members.

Delegation

- ensures volunteers are properly empowered, briefed and supported to carry out delegated work.

IT skills

- is competent in the use of IT including MS Office eg Word, Outlook, Excel, Powerpoint and experience of updating websites and social media sites.

Communication skills

- demonstrates good written and verbal communication skills.

Organisational skills

- demonstrates the ability to multi-task and work flexibly, dealing with competing demands and can prioritise workload to ensure deadlines are met.

General

- demonstrates initiative and ability to work unsupervised as well as part of a team.
- is accountable for their own development through the Performance and Development Review (appraisal) process seeking out opportunities to learn new skills.
- is accountable for the performance and development review of their staff and volunteers.
- takes reasonable care for the health and safety of themselves and of others who may be affected by their acts or omissions at work.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to the Museum's Policies and Values and Behaviours.