

JOB DESCRIPTION

JOB TITLE	Visitor Experience Assistant
RESPONSIBLE TO	Visitor Experience Manager/Visitor Experience Supervisors
RESPONSIBLE FOR	Supporting Visitor Experience Volunteers
DATE PREPARED	July 2024

1 JOB PURPOSE

As a Visitor Experience Assistant you will deliver excellent customer service whilst welcoming visitors to the Gallery and inspiring them to return. You will actively promote our visitor offer, upselling The Hepworth Wakefield's (THW) membership scheme and relevant retail products that will enhance the visitor experience. You will be involved in delivering all aspects of our front of house operation including interpreting our displayed collection, engaging wide audiences as you do so, supporting events and ensuring the safety of our visitors and security of our building and collections. You will also deliver guided tours and promote our work in different ways.

2 KEY RESPONSIBILITIES AND RESULTS

- Provide a warm welcome to everyone who comes to the Gallery.
- Engage positively with visitors and support their enjoyment of the Gallery to ensure that they have an excellent experience and are inspired to return.
- Interpret the Gallery and displayed collection to a wide audience adapting your communication style as appropriate.
- Actively promote the visitor offer including shop, café and events programme.
- Actively promote giving through donations and the benefits of THW membership to visitors and contribute to team targets.
- Lead informative and engaging guided tours for visitors in various topics (this will depend on the individual's knowledge and competence; training will be given).

- Assist with the development of exhibition information packs and tour content where appropriate.
- Respond to phone and email enquiries in a professional manner. Process event and group visit bookings efficiently and ensure that accurate records are kept.
- Take a proactive approach to dealing with problems as they arise and ensure that the relevant department is informed.
- Promote the work of the Gallery, the collections and its exhibitions through different media e.g. social media (this will depend on the individual's knowledge and competence; training will be given).
- Have up to date knowledge about the collections, exhibitions and public programmes as well as other local cultural attractions in the area.
- Maintain high standards of presentation throughout the Gallery.
- Remain vigilant at all times to prevent damage to or loss of art works and gallery property and ensure a safe and enjoyable environment for all visitors.

3 ADDITIONAL INFORMATION

- Have a smart, tidy and professional appearance at all times.
- Maintain a thorough and practical knowledge of emergency procedures, and health and safety requirements, assisting in emergency situations when required.
- Attend external and internal training to ensure duties are carried out to a high standard.
- Attend and contribute to relevant meetings, particularly team meetings, full staff meetings, curatorial talks and exhibition briefings.
- Assist in supporting volunteers to ensure that they have an enjoyable and rewarding experience.
- Undertake any other duties as reasonably requested by the Visitor Experience Manager.
- We are committed to improving diversity and tackling systemic racism within our organisation and we expect all our employees to share this commitment and help us to achieve these goals.
- Carry out all duties in accordance with our Equal Opportunities, Access, Employment and Health and Safety Policies.

4 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

E = Essential D = Desirable

KNOWLEDGE	
Genuine interest and knowledge of the work of The Hepworth and a willingness to learn about the collections, exhibitions and artists.	E
SKILLS	
Strong written and verbal communication skills.	E
Good listener.	E
Good people skills, enabling good working relationships with those in your team and across the organisation.	E
Proven self motivator.	E
Well organised and able to follow work routines with minimal supervision.	E
Reliable and trustworthy.	E
Committed to providing a high level of customer care.	E
A commitment to anti-racism, diversity & equality in the workplace.	E
EXPERIENCE	
Customer service experience dealing with the public in a face to face role in a relevant environment.	E
Proven experience of face to face sales and working to measurable targets.	D
Numerate with experience of basic record keeping and cash handling.	D

5 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £12.60 per hour.
- This is a permanent position.
- The post holder will be required to work weekends and bank holidays (according to a rota) as well as some evenings e.g. late night opening, exhibition private views.
- There may be an occasional requirement for additional hours for which you will be paid your normal hourly rate.
- Probationary period of 6 months.
- Notice period 1 week during probation.
- The place of work is The Hepworth Wakefield, Gallery Walk, Wakefield, WF1 5AW.
- 25 days annual leave per annum plus bank holidays (pro rata), rising by a day each year of service up to a maximum of 28 days. The leave year runs from 1 April to 31 March.
- New employees meeting the criteria will be auto-enrolled into a pension scheme run by Royal London, including an employer contribution of up to 6%.
- Enhanced maternity, paternity and adoption entitlements.
- Enhanced sick pay entitlements.
- Employee Assistance Programme offering confidential support services.
- Free eye tests run by Specsavers.
- Staff discount in the shop and café.