

JOB DESCRIPTION

JOB TITLE: Visitor Experience Supervisor

REPORTS TO: Head of Operations & Visitor Services

RESPONSIBLE FOR: Visitor Experience Assistants, Visitor Welcome Assistants & Gallery Volunteers

DATE PREPARED: September 2026

1 JOB PURPOSE

As a key member of the Visitor Experience Team, the Visitor Experience Supervisor will work successfully alongside other Visitor Experience Supervisors and under the direction of the Head of Operations and Visitor Services. The post holder will have shared responsibility for the day-to-day operations of the gallery and for motivating the team to provide a world class visitor experience.

As an experienced people manager, the Visitor Experience Supervisor will take shared line management responsibility for the Visitor Experience Assistants and Visitor Welcome Assistants will be required to provide clear leadership and motivation. They will also be responsible for the supervision of the Gallery Hosts (volunteers), ensuring team standards are met and that they feel supported at all times. Experienced in commercial operations, the Visitor Experience Supervisor will embed a culture of commercial awareness within the team and ensure all opportunities to generate income are realised.

The post holder will lead on the delivery and development of the guided tours offer, with the support of the Head of Operations and Visitor Services and Visitor Experience Manager to enhance THW's group offer and increase our income generation in this area.

This is a customer-facing operational role which involves duty management of the gallery and wider site, including The Hepworth Wakefield Garden. The post holder will be required to undertake opening and closing duties on a regular basis and respond to any health and safety or security issues that arise on site. Flexibility, a proactive and reactive approach to people management, the ability to work under pressure and a commitment to understanding and supporting all areas of our visitor offer and operations are essential to the role.

Our mission is to create experiences that inspire, captivate, surprise and enhance

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everyone's lives. We are very proud of the visitor experience that we offer and strive to ensure that everyone has an excellent experience.

2 KEY RESPONSIBILITIES AND RESULTS

- Lead, motivate and line manage the team of Visitor Experience Assistants and Visitor Welcome Assistants. Manage staff performance through regular communication (one to ones, team meetings etc.) and annual appraisals.
- As Duty Manager, be the responsible person on site for responding to incidents, implementing the galleries opening and closing procedures and managing the galleries daily operations.
- Manage Visitor Experience team activity standards on a daily basis including visitor engagement, gallery invigilation and gallery tours.
- Ensure facilities are presented to the highest possible standard, inside and outside, and take a pro-active approach to reporting and resolving issues.
- Embed a culture of commercial awareness within the Visitor Experience team by delivering on targets and actively upselling the visitor offer including THW membership, donations, tours, event tickets, venue hire, the shop and the café.
- Lead on the development and delivery of the guided tours offer to increase our income generation and visitor figures in this area.
- Operate EPOS, CRM and payment software systems accurately and efficiently in accordance with THW financial procedures. Produce daily financial reconciliation reports and assist in investigating any financial discrepancies.
- Manage and develop staff and volunteer rotas as required ensuring that staffing levels meet operational requirements.
- Provide clear direction and supervision to all team members including Gallery Hosts, guiding activity, listening to their needs, giving constructive feedback and ensuring continued development and high performance of all team members.
- Assist the Head of Operations and Visitor Services in developing and delivering training to ensure a highly motivated and skilled team, recognising any knowledge or skills gaps within the team and responding accordingly.
- Working with the other Visitor Experience Supervisors, Visitor Experience Manager, and Head of Operations and Visitor Services, maintain and contribute to team communications including team meetings and training days, daily briefings, and electronic communications.

- Represent the Visitor Experience team at cross-departmental meetings as required, helping to continually develop the visitor offer.
- Assist in the recording and reporting of visitor surveys and feedback cards and respond to comments on Trip Advisor, google reviews and other platforms.
- Remain vigilant at all times to prevent damage to or loss of art works and gallery property ensuring a safe and enjoyable environment for all visitors.
- Ensure compliance with all THW Employee and Health & Safety Policies including evacuation procedures, sickness absence management, performance management, payroll and annual leave requests. Ensure all accidents and incidents are reported following the correct procedure.
- Deal with complaints in a calm, courteous manner, escalating as required.
- Undertake any other duties as reasonably required by the Head of Operations and Visitor Services.

3 ADDITIONAL INFORMATION

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.

All staff must carry out all duties in accordance with our policies and procedures.

4 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

ATTRIBUTE	ESSENTIAL	DESIRABLE
Experience of leading teams to deliver high standards of customer service ideally in the arts, museum or visitor attraction sector	X	
Proven leadership experience, able to give constructive feedback, manage performance and motivate teams and individuals	X	
Commercially aware with experience of face to face sales and working to financial targets	X	
Excellent people skills, enabling good working relationships with those in your team and across the organisation. Good interpersonal skills, able to deal with visitors in a variety of difficult situations.	X	
Experience of delivering informal or formal training for staff and/or volunteers	X	
Ability to work flexibly, to the needs of the business.	X	

Knowledge of relevant Health and Safety procedures. Knowledge of different access requirements and how to assist visitors.	X	
Able to handle demanding and difficult situations and work well under pressure in a courteous, calm and confident manner. Able to identify and resolve issues promptly and effectively	X	
Well organised and able to work with own initiative with minimum supervision	X	
Ability to work well in a team and contribute effectively	X	
Confident communicator with excellent written and verbal communication skills	X	
Numerate with experience of record keeping and cash handling	X	
Excellent IT skills; able to use Microsoft Office software (particularly Excel) with confidence and accuracy	X	
Genuine interest and knowledge of the work of The Hepworth. Willingness to learn about the collections, exhibitions and artists	X	
Experience of working with EPOS, CRM and Ticketing systems such as Spektrix, Shopify and Square		X
Experience of delivering engagement activities such as leading guided tours		X
Experience of managing and developing a guided-tour offer		X
Experience of working with volunteers including in a supervisory capacity		X

6 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £27,052 per annum pro rata.
- This is a permanent position.
- Part Time, 30 hours per week across 4 days, according to a rota, including regular weekends.
- 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.