

JOB DESCRIPTION

JOB TITLE	Visitor Welcome Assistant
RESPONSIBLE TO	Visitor Experience Manager / Visitor Experience Supervisors
DATE PREPARED	September 2026

1 JOB PURPOSE

As Visitor Welcome Assistant you will be the first point of contact for visitors entering the gallery. You will be responsible for providing a warm and informative welcome and for proactively upselling exhibition tickets including Gift Aid, the Hepworth Wakefield's membership scheme and relevant merchandise such as guidebooks and exhibition catalogues, to complement each visit.

You will work as part of a highly motivated sales team to deliver on the gallery's financial targets. You will proactively seek voluntary donations from visitors whilst providing the highest level of customer care at all times.

2 KEY RESPONSIBILITIES AND RESULTS

- Provide a warm and informative welcome to all visitors to the gallery including booked and non-booked groups.
- Proactively generate income for the gallery through upselling tickets, gift aid, events, merchandise and THW's membership scheme.
- Achieve and exceed financial targets set by the Visitor Experience Manager.
- Engage positively with visitors and support their enjoyment of the Gallery to ensure that they have an excellent experience and feel inspired to return.
- Actively promote the visitor offer including shop, café and events programme.
- Provide the highest level of customer care at all times.
- Process event bookings and ticket sales efficiently and ensure that accurate records are kept.
- Operate the till and credit card machines ensuring all transactions are carried out accurately at all times and complying with UK GDPR regulations.
- Maintain up to date knowledge of the collections, exhibitions and public programmes as well as other local cultural attractions in the area.

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.
- 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	
Working knowledge of health and safety, and equal opportunities.	E
An understanding of the aims and objectives of The Hepworth Wakefield.	E
Interest in and knowledge of the visual arts.	D
SKILLS	
Excellent customer service standards.	E
Excellent sales skills, able to generate income with tailored approaches to different audiences.	E
Excellent written and verbal communication skills.	E
Self-motivated, energetic and able to work independently.	E
Able to work well under pressure maintaining a cool, efficient and professional demeanour.	E
A team player, able to work flexibly, positively and creatively.	E
An interest in and commitment to the work of the Hepworth Wakefield.	E
Commitment to ongoing personal development.	E
Excellent people skills, ability to engage a wide audience.	E
A commitment to anti-racism, diversity & equality in the workplace.	E

EXPERIENCE	
Proven track record of delivering against measurable targets in face to face sales.	E
Working with EPOS system, including cash handling and electronic payment techniques.	E
Working in a customer-facing role preferably in the retail, arts or visitor attraction sectors.	E

5 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £13.45 per hour.
- This is a permanent position.
- Part-time – 33.75 hours per week across five days, including weekends.
- 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.