

Job Description and Person Specification for the position of: **Visitor Experience Supervisor**

Our Visitor Experience Supervisor will deliver high quality visitor experiences and initiatives at Petersfield Museum and Art Gallery. The organisation is enjoying an exciting and ambitious period, following a £4 million redevelopment and this position will play an important role in providing consistently high levels of visitor satisfaction and growing our reputation through visitor focussed initiatives, volunteer engagement and retail management.

The successful candidate will work across a broad range of activities focusing on increasing the value of our visitor experience, developing and championing our wide-ranging volunteer programme, supporting the running of our cultural programme of events and will contribute significantly to the success of our retail and catering operations.

We are looking for someone who is highly motivated and enthusiastic to join our small team at a key time, as we move forward with many exciting and bold plans.

Job Title:	Visitor Experience Supervisor
Reports to:	Head of Operations
Supervisor to:	All visitor experience and event volunteers
Salary:	£25,000 per annum
Contract:	Full time, permanent position
Pension:	The Museum and Art Gallery operates the NEST Workplace Pension Scheme
Hours:	37.5 hours per week, across a five-day working week, typically Tuesday to Saturday to cover opening hours. Some evening hours may be required to fulfil the requirements of the post; overtime is not normally paid, but time off in lieu is offered.
Holidays:	25 days per year, plus statutory Bank Holidays
Notice Period:	Three months, after a probationary period of three months. Two weeks during the probationary period
Location:	Petersfield Museum and Art Gallery, St Peter's Road, Petersfield, Hampshire
Benefits:	Complimentary tickets for general Museum and Art Gallery admission Complimentary tickets for Museum and Art Gallery temporary exhibitions Discount on tickets for Museum and Art Gallery events and workshops Discount on food and drink in the Coffee Shop, subject to discount policy Discount in the Museum and Art Gallery shop, subject to discount policy Free annual flu vaccination and eyesight test

Job Purpose

To work alongside the Management team to ensure that visitors receive an exceptional welcome and an engaging and enjoyable visit to the Museum and Art Gallery and that we deliver consistently high-quality visitor experiences.

To play a central part in delivering the daily operation of outstanding visitor service provision at Petersfield Museum and Art Gallery.

To oversee, inspire and champion our ever-growing team of volunteers, ensuring that they feel valued and comfortable, are engaged and fully contribute to the operation of the Museum and Art Gallery.

To oversee the delivery of a high standard and innovative retail operation for the Museum and Art Gallery.

Key Responsibilities

- To lead in the development and delivery of a wide range of visitor service initiatives aiming to enhance the experience for all visitors.
- To supervise the operation of the Welcome Desk with optimum staffing levels, ensuring high-quality experience for all visitors. To ensure the Museum and Art Gallery shop is always presented in a well-stocked, attractive and tidy manner.
- To support visitors with additional needs and to develop our visitor experience offers ensuring all sectors of the community are comfortable and able to use the Museum and Art Gallery, feel welcome and safe, and can fully engage with our facilities.
- To develop the shop's stock ordering and merchandising, following agreed budgets. To research and develop brand ranges for the retail offering and to regularly evaluate and adapt the positioning of merchandise, ensuring products are well promoted and rotated to increase retail sales.
- To supervise and deliver the Museum's volunteer programme and act as the main point of contact for volunteers, further developing our volunteer programme. This includes visitor experience volunteers, events volunteers, engagement volunteers, collections volunteers and liaison with the Edward Thomas Fellowship regarding requirements for volunteers in the Edward Thomas Centre.
- To co-ordinate the recruitment, induction and training of volunteers, as well as the development of volunteers' roles to increase retention, skills and to encourage volunteer commitment and engagement.
- To plan and deliver the monthly Museum and Art Gallery rota for volunteers, ensuring adequate cover is consistently in place.

- To ensure that all staff and volunteers involved in handling payments at the Welcome Desk are trained appropriately and monitored. To ensure that there are robust systems in place for recording and monitoring daily income.
- To ensure that our buildings and exhibition spaces are well maintained for visitors, including general cleaning and signage and that the Museum and Art Gallery provides an exceptional experience for all visitors.
- To assist the Head of Operations and wider Management team in arranging and supervising events, such as public events, exhibition openings, lectures and talks, engagement activities and private events, ensuring all required resources are available and that visitor operations run in an efficient and welcoming manner.
- To support the delivery of evening events ensuring smooth delivery and excellent visitor experience is always maintained.
- To supervise the day-to-day administration of the Friends scheme (through DigiTickets ticketing & CRM software) and contribute to the development of new and enhanced supporter schemes in liaison with the Marketing and Communications Officer.
- To ensure local residents and neighbours are kept up to date with Museum and Art Gallery events that may affect them.
- To work within agreed objectives and budgets, as well as monitoring the Museum and Art Gallery's commercial activity, providing evaluation data for the Museum Director.
- To work with all departments to regularly evaluate visitor experience, collecting and analysing accurate data and to contribute to reports and funding applications, as required.
- To work closely with the Coffee Shop Supervisor to ensure the coffee shop delivers on all targets, including customer satisfaction, food safety and operational compliance.
- To help ensure that the Museum and Art Gallery meets all compliance requirements including health and safety, fire and security systems, emergency planning and all current policies and procedures affecting visitors' experience, including the training of staff and volunteers.
- With the Head of Operations, ensure the Safeguarding of Children, Young People and Vulnerable Adults on site and that procedures are up to date and followed by all staff and volunteers.

Other Duties

- To act as Duty Manager for Petersfield Museum and Art Gallery.
- To undertake any additional duties as may be reasonably required.
- To undertake relevant and/or necessary training.

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder is expected to undertake any other duties which could reasonably be expected as being within the remit of the position of Visitor Experience Supervisor and which arises out of changes to legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

Skills and Experience

These skills/experiences are highly desirable for the role:

- Previous experience in a customer facing and/or focused role.
- Experience of working with and valuing the contribution of volunteers.
- Experience of delivering high quality visitor experience initiatives and strategies for organisations, preferably in the heritage, arts and cultural sectors.
- Knowledge of the vitally important role that excellent visitor service and experience plays in the successful operation of a heritage attraction.
- Experience of working in a gift shop/heritage attraction retail operation.
- Cash handling and cash management experience.
- Strong interpersonal skills, combined with enthusiasm and energy.
- Excellent communication skills with the ability to communicate with a wide range of people.
- Ability to work to tight deadlines and to manage a busy and varied workload.
- Excellent organisational skills and meticulous attention to detail.
- Able to work on own initiative, as well as part of a small, hard-working team.
- Flexible attitude to helping colleagues and willingness to have a hands-on approach.

These skills/experience would also be beneficial for the role:

- Passionate about museums and the arts and what they can achieve, and engaging visitors as to how wonderful and enjoyable heritage, the arts and history can be.
- Experience of ticketing systems and/or EPOS software (DigiTickets, SumUp).
- Experience and understanding of social media platforms (Facebook, Instagram, YouTube, TikTok, LinkedIn, Hootsuite) and e-marketing tools (Mailchimp).
- Experience of Microsoft Office 365 software.
- Strong general IT skills.

If you are interested, please apply by sending your CV with a covering email, outlining your suitability for the position and why you would like to work at Petersfield Museum and Art Gallery to:

Dan McWilliam

Director, Petersfield Museum and Art Gallery – business@petersfieldmuseum.co.uk

Closing date: 5:00pm, Monday 3 March 2025

Interviews: Wednesday 12 / Thursday 13 March 2025 at Petersfield Museum and Art Gallery (tbc)

Please let us know within your covering email if you require any adjustments to the interview process.

Please note: We will not bring forward the closing date for applications, nor close recruitment after reaching a particular number of applications received in advance of the closing date. However, timings of key recruitment milestones after the closing date for applications (such as interview dates and/or start dates) are subject to confirmation and may change.

We aim to let all applicants know the outcome of their application as soon as possible after the closing date, however if you have not heard from us within 4 weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

Petersfield Museum and Art Gallery is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at Petersfield Museum and Art Gallery are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome all candidates who think they have the required skills and can contribute in this key role.

About Petersfield Museum and Art Gallery

Petersfield Museum and Art Gallery is an accredited, independent museum and registered charity. Originally established in 1999, we completed an ambitious, £4 million 'Pathways into the Past' Project in 2021, which has created a step change in how visitors engage with our spaces and collections, which will be enduring in the long term. The NLHF supported Project has enabled us to fulfil our vision:

Situated at the foot of the South Downs, Petersfield Museum and Art Gallery will be a focal point for the area's unique history and cultural heritage. It will be at the heart of local life and a compelling attraction for visitors from further afield. Historic buildings and contemporary architecture with welcoming social areas and stimulating learning spaces, wide ranging and engaging collections, temporary art exhibitions and educational and events programmes will inspire visitors of all ages to investigate and explore further our region's many historic and cultural assets.

Having re-opened in June 2021, the project has transformed the Museum's buildings, exhibitions and programmes and has hugely increased the scope of what we are able to offer to visitors. It has created the capacity to ensure that we are successfully integrated into the visitor destination of the South Downs National Park, at the same time as being strongly rooted in the local community, putting Petersfield Museum and Art Gallery on the map for local people and visitors alike.

A rare example of a restored Victorian Justice Heritage site, centred around the town's original

Magistrate's Courthouse and Police Station, the Museum's permanent collections include social history archives and artefacts relating to Petersfield and the surrounding area including important bronze and iron age artefacts found on Petersfield Heath, the Flora Twort Art Collection, the Photography Collection including the Don Eades Photographic Archive and the Fashion and Textile Collection, including the Bedales Historic Costume Collection. It also hosts the Tim Wilton-Steer Collection of works by and about the poet Edward Thomas, housed in the Museum's purpose designed Edward Thomas Centre.

The Flora Twort Gallery, a new building created within the redevelopment is the Museum and Art Gallery's bespoke and largest temporary exhibition space, where we host exciting and unique new exhibitions. Since re-opening, we have presented acclaimed exhibitions on the Petersfield-based artist Flora Twort (whose main collection belongs to the Museum and Art Gallery), the press photographer Don Eades (who donated his archive in 2016), as well as exhibitions as diverse as *Paula Rego: Literary Inspirations*, *Alison Crowther and Kate Boucher: Traces in the Landscape*, *Catherine Knight: Long Shadows*, *Anita Klein: Modern Icons*, *Nicholas Lees: Abstract Vessels*, *Katharine Swailes and Caron Penney: The Language of Weaving*, our record-breaking exhibition *Peggy Guggenheim: Petersfield to Palazzo* last summer and most recently, the first *South Downs Open*, which has proved extremely popular with both artists and visitors.

Focusing on the Museum's Learning Space in the Courthouse and the central external courtyard, we also present an exciting and diverse programme of events for visitors: from theatre (both indoors and outdoors) to live music concerts and cinema screenings, as well as museum-wide Toddler-Takeover days and large-scale events, such as our annual Carols in the Courtyard concert and Family Fun Days as well as regular creative workshops and the biennial Edward Thomas Literary Festival.

We have also hugely increased our educational offering and lifelong engagement programmes to ensure that Petersfield Museum and Art Gallery becomes an invaluable community based cultural hub, accessible and open to everyone.

Petersfield Museum and Art Gallery - Current Exhibitions:

Bound Together: Modern British Bookbinding: 18 February – 3 May 2025

Petersfield Museum and Art Gallery - Forthcoming Exhibitions:

Michael Craig-Martin: Everyday Objects: 20 May – 13 September 2025

Rediscovering the Photographs of Winifred Joseph: 30 September – 20 December 2025

For more details on our forthcoming programme of events and to see the latest edition of our What's On Guide, visit our website: www.petersfieldmuseum.co.uk