

## **Generic Job Description – The Cheltenham Trust – Assistants**

### **Department Visitor Experience – Manager Sarah Cook**

#### **1. Visitor Experience Casuels – The Wilson**

Responsible to Visitor Experience Coordinator

#### **Casual hours**

#### **Part A: Job purpose**

The assistant roles are based on generic and specific Trust wide responsibilities and operational responsibilities.

- To assist with both the enterprise and charitable elements of trust activity.
- The post holders will support the appropriate Team Leader or Co-ordinator in terms of trust delivery and trust operations. Ensuring that all operational elements are consistent with adherence to policy through a period of significant change and development of the Trust
- To identify, develop and present to the Team Leader or Co-ordinator opportunities to develop and expand the activities of the trust and generate income through customer interface and customer services provision
- To work with Team Leader or Co-ordinators to support the development of the Trust's operations and delivery to realise outcomes
- To work with the Co-ordinators to assist with research and production of information to support the formulation of plans as required
- To work as a team member to assist with operational delivery against delivery plans, income targets and day to day business
- To assist in collaborative partnerships with key stakeholders and the public supporting the work of Team Leader or Co-ordinators, managers and the Executive Team in pursuit of the trusts objectives
- To record performance and maintain appropriate reporting information as required to support evaluation, action plan delivery and the customer experience
- To assist in the management of cash, income generation and to work within an enterprising approach to development of the Trust and delivery of its key objectives
- To assist where appropriate with engagement projects, programme and content creation and commercialising the trust, development of the customer offer working across the Trust

#### **Part B: Main Areas of Work**

- Operational effectiveness
- To be fully aware of the strategic imperative for the work that is being undertaken in this role
- To support and assist with partnership working, stakeholder management, data collection, preparation of reports through the provision of core information.
- To support the provision of a high quality customer experience at venues and in other destinations as required by the strategy for the Trust
- To support with the provision of partnership projects and customer delivery for specific initiatives, engagement programmes, production of content and income generation

- To enable the venues operated by the Trust to operate successfully and efficiently at all times
- To collect data related to customer engagement and attendance at special events
- To deliver events and activities across the Trust as appropriate to programming and engagement working across the Trust
- To undertake cash handling as required by the Trust
- To contribute to the development of annual plans through staff consultation and data collection
- To ensure that Health and Safety compliance through day to day operations of the venues and customer service and report any concerns to your line manager immediately
- To identify opportunities for the Trust that deliver value socially, economically and financially through customer feedback mechanisms
- To ensure that the Trust's equal opportunities policies are followed

### **Trust Operations**

- Support a continued commitment to customer experience and satisfaction through the delivery of high quality services and organisational performance.
- Uphold the trust's positive profile at all times and undertake communications by adhering to the relevant policy.
- Work effectively across the whole trust through supporting and co-ordinating matrix working, programme delivery and project management.
- Undertake specific project management roles as appropriate to the development of the trust.
- Meet the strategic objectives of the trust through supporting the delivery of activity plans and strategic outcomes as appropriate to the role.
- Support an enterprise culture across teams at all times through encouraging a positive culture and a business-like approach to all tasks
- Support the successful development of the trust through staff consultation and involvement.
- Support consultation with key stakeholders and through collaboration with partners.

### **Resources – Human**

- Assist with the training and development of staff at the direction of the Team Leader or Coordinator.
- Assist with supervising volunteers effectively promoting positive engagement and outcomes
- Promote a positive and exciting trust wide work ethos in line with the Trust's values.

### **Resources - Finance**

- Ensure all resources (including IT hardware and software) are used safely, legally and efficiently.
- Ensure the area of responsibility complies with financial regulations and all other trust policies and maintains systems for ensuring financial probity.

### **Part C: Specific Responsibilities (The Wilson)**

- To deliver outstanding customer service in accordance with the Trust's Customer Charter providing information and assistance to customers, visitors, researchers and corporate/ meeting room delegates and hirers.
- To encourage donations and up sell shop stock
- To lead tours and birthday parties engaging with the collection to enhance the experience of visitors participating on the tour.
- To assist with regularly monitoring galleries including interactive displays and public amenities to ensure all systems/areas are fully operational – reporting any issues to the Visitor Experience Co-Ordinator
- To encourage interaction and promote visitors to learn, understand and have fun with the collections, exhibitions and activities at the Art Gallery and Museum
- To assist the Visitor Experience Co-Ordinator in ensuring that all comments, complaints and enquiries are identified and dealt with effectively to deliver a consistently excellent visitor experience
- To assist the Visitor Experience, in monitoring the appropriate systems for the accurate recording, collection and collation of visitor data, including visitor numbers, visitor surveys and data collection
- To work alongside the Volunteer Co-Ordinator to induct volunteers about the daily operations of the building. To welcome and work with volunteers in the galleries to ensure a positive experience.
- To support the Visitor Experience Co-Ordinator in their role as Volunteer Lead for the Visitor Experience Volunteer team (Gallery Invigilation)
- To set up rooms for events, corporate hospitality rooms, seating, displays, activities and electrical equipment including sound systems, projectors, laptops
- To assist at evening and out-of-hours events on a rota basis
- To co-operate and liaise with the Visitor Experience Co-Ordinator to ensure the daily security and safety of the Art Gallery & Museum's collections, staff and visitors/customers – in accordance with the Museum's security policies and procedures
- To assist the Visitor Experience Co-Ordinator in accompanying contractors and engineers when maintenance jobs have been logged, including monitoring collection stores and non-public areas
- To understand and comply with emergency procedures (emergency action plan) for the Art Gallery & Museum – and to assist with any such incidents in the appropriate manner.
- To assist the Retail Co-Ordinator with restocking the shop and stock take held at the beginning of each month.
- To assist on the Tourist information desk providing visitors to the museum with directions
- To operate the ticketing system for Cheltenham Trust Events and other local events.
- To ensure that all visitor facilities are well presented to a high standard and cleaning public toilets for visitor use.
- And any other duties required

## **Person Specification**

### **Experience**

- Experience of working in a relevant environment for 1 year or more

### **Knowledge, skills and abilities (Essential):**

- Excellent co-ordination skills
- Ability to work with external stakeholders
- Interpretation skills, ability to relate to people at different levels including the board, staff, stakeholders and the public
- Confident in public speaking
- Some knowledge of the cultural sector
- Interest in art and history or any other creative industry
- Team player, with excellent co-ordination skills
- Knowledge of using Microsoft office is required, including word, excel and outlook.
- Ability to stand for long periods of time, manual handling for event set up etc

### **Qualifications:**

- Educated to NVQ L2 or higher – in either a relevant subject or alternatively, significant demonstrable experience in a relative field (1-2 years) NPQL – specific to Visitor Experience or Customer Service – Wilson



## Ability to work to and uphold The Cheltenham Trust Values and Customer Charter



### Customer Charter

#### Introduction

We are commencing the roll out of our new Trust Customer Charter. This will be implemented across all our activities and venues in the coming weeks and all employees will be expected to deliver service to customers in accordance with these common principles of behaviour. They will help to ensure that all who deal with The Cheltenham Trust know what to expect and also the quality of the service they receive. These activities underpin our trust value model and its culture.

As a reminder - The Trust Values:

- **Enterprising spirit** – we are ambitious and understand that smart commercial thinking is central to success. We'll be enterprising in the way we work, interact and deliver our services.
- **Independent thought** – We bring people together, both internally and externally. The organisation thrives on diversity and a breadth of cross community collaboration.
- **Professional presence** – we seek to connect at a deeper level, creating meaningful, memorable impressions that enrich lives at both an individual and community level.
- **Inclusive Experience** – we're passionate about being the best that we can be. Our experience, infrastructure, independence and expertise ensures a forward thinking, first class approach

Our Vision is to create a Cheltenham that 'enriches' the lives of its residents and visitors through a vibrant cultural economy and a distinctive sense of place. Our Mission is to develop a new urban framework that generates social, economic and cultural value through embracing diversity, encouraging collaboration and driving creativity. The Cheltenham Trust looks forward and outwards to its customers and stakeholders, our core strategy is to increase footfall and create income which can then be invested back into our services to meet our objective of enriching peoples' lives. This can only be achieved through developing the quality of the offer that the Trust provides for its customers and audiences.

<b>Our Venues and Services:</b>	<b>Our People:</b>	<b>Evaluation:</b>
<ul style="list-style-type: none"> <li>• Will clearly display the activities and events available at all Cheltenham Trust Venues, our opening times and timetables to inform customers.</li> <li>• Will be welcoming and inviting to all</li> <li>• Will have clearly signposted areas</li> <li>• We constantly strive to improve and update our facilities to achieve our aims</li> <li>• We will clearly indicate our pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Will be friendly and happy to help and greet all customers on each visit</li> <li>• Will offer encouragement and support</li> <li>• Will be easily identifiable by name badge</li> <li>• Will answer all telephone calls in a friendly and professional manner giving: a greeting, the name of whom is talking and asking “how may I help you?”</li> <li>• Will aim to resolve your enquiry on the first point of contact or pass you onto a colleague who will be able to help.</li> <li>• Will ensure the safety and welfare of customers at all times</li> <li>• Will make venue cleanliness a priority</li> <li>• Will ensure equipment and facilities are available as advertised and if withdrawn will report and action repairs as quickly as possible.</li> <li>• Will create exciting and diverse programmes and content that enrich lives and encourage participation</li> </ul>	<ul style="list-style-type: none"> <li>• We will publish a summary of feedback each quarter and report against it identifying any actions taken</li> <li>• We will use the Culture Counts tool to monitor the qualitative experience of our customers</li> <li>• We will evaluate our response maintenance activity and report on the repair timeframes and actions.</li> <li>• We will benchmark to national frameworks and report our performance against those benchmarks</li> <li>• We will use mystery shopping to provide independent monitoring of our customer service</li> <li>• A customer service notice board will be located at each venue and upon the Trust websites that summarises our performance in these areas.</li> </ul>

**The Cheltenham Trust – Our Customer Charter**