



JOB DESCRIPTION

Job Title	Visitor Experience & Project Manager
Department	Commercial
Reports to	Head of Visitor Experience
Salary	£ 30,324 per annum
Grade	Trading Company Grade 6
Duration	Permanent
Location	IWM Duxford
Normal Working Hours	36 net hours per week (including weekend working)
Contract	IWM Trading Company

We are one of the world's leading authorities on conflict and its impact on people's lives – from 1914 through to the present day and beyond. Our collections are filled with personal stories and experiences, inspiring powerful and often conflicting emotions. We aim to share these stories with as many audiences as possible across the world in a way that engages and challenges them, increasing understanding of why we go to war and the effect that conflict has on people's lives. In other words, we expect our stories to change the way people think about war.

We rely on our staff to help us achieve this aspiration. You should be able to demonstrate the skills and competencies set out below, but equally we are looking for people who believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make IWM such an extraordinary place to work.

Purpose of the job

The Visitor Experience team act as the Visitor Champions at their allocated site, putting customer satisfaction at the heart of what we do. We ensure that visitors receive an excellent experience whenever they visit so that IWM is able to achieve the financially sustainable income needed from our visitors. The postholder should be able to put themselves in the place of the visitor, see the experience with fresh eyes, ensure standards are clear and make adjustments in reaction to feedback.

This role will be split between being a visitor champion and project managing various visitor related projects- such as the Commercial Exhibitions programme at Duxford. Working with a team of volunteers they should ensure that visitors receive an excellent welcome to the site, with clear orientation, assistance in getting the best out of every visit and a thank-you for their visit on departure. They will also project manage a variety of visitor related projects, such as temporary exhibitions and wayfinding improvements with support from colleagues in Masterplanning, Exhibitions & Interpretation, Design and Commercial. We anticipate this role will be split with 30% of time spent on project management and 70% on visitor facing activity.

Key duties

DATE

- You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent and potential to the best of your ability.
- You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.
- You will be expected to work across departments effectively, working with individuals, partners and where appropriate volunteers.
- To identify and implement learning and development needs for both yourself and your team, including volunteers, if appropriate.
- You will be expected to comply with corporate standards, and use corporate systems, processes and procedures – and undertake any necessary training as directed.
- To identify and implement learning and development needs for both yourself and your team, including volunteers, if appropriate.

Visitor Experience

- Ensure that visitors receive a proactive, friendly and welcoming arrival, are able to get the most out of their visit and leave knowing what they might want to do next with IWM. This may be delivered by you or by a team of Volunteer Hosts you lead.
- Ensure that customers are assisted in a professional, informative and courteous manner at all times, aware of special attention and individual needs where they may be required. Be able to flex your approach depending on the needs of each visitor, but with a consistent quality of service.
- Proactively engage with visitors and groups about IWM collections, answer their queries and provide a knowledgeable service about what is on display, helping customers orientate themselves around the building and galleries (knowledge of site layout will be essential). You should identify opportunities for enhancing a visit eg showing objects, but be sensitive to the interaction level required by different visitors. This might include the 'must sees' to suit the length of the visit, recommendations for family content and activities or where to find lunch on site.
- You should be able to find solutions to any complaints or issues raised and if unable to resolve them there and then should organise and communicate how they will be dealt with.
- Ensure that your site has appropriate wayfinding - maps, information and signage (both temporary and permanent) to facilitate a positive visit which maximises secondary spend.
- You will ensure that assistance is available for customers with disabilities including assistance with the use of audio-visual guides and possible sight guiding (after training).
- Work with Visitor Experience team colleagues to cover for absences or participate in cross site projects as needed.
- Liaise with Digital to ensure the online experience before and after a visit, deliver appropriate information which supports ticket sales.

Project Management

- Build and lead cross-department project teams, allocating tasks to meet project programmes and deliver project objectives on time and within budget.
 - Build relationship across IWM and act as the visitor experience champion when liaising with other departments regarding projects
 - Manage the budget for allocated projects
 - Create and circulate agendas and develop action registers at project meetings

Provide timely, accurate and relevant information for both internal and external communication of projects

Volunteer Management

- You will be required to lead, train, line manage and develop volunteers and work with the Volunteering team to ensure there is sufficient cover for all activities. You will role model the expected standard for visitor experience.

- You will need to ensure that you and the volunteer team have sufficient knowledge of the IWM's subject matter and exhibitions to be able to interact with visitors; communicating the history and relevance of the museum and its collection in a lively, engaging and informative manner. You may be required to give short presentations to visitors or ensure volunteers can do this to enhance the day to day visit.

Income Generation

- You and your team of volunteers will ensure that income objectives for the IWM are considered when advising on a visit and actively promote the shops, cafes, tours, events, experiences and the value of membership amongst other products and services.
- You and your team of volunteers should be trained and able to talk about memberships, its benefits for the individual and for the IWM and to be able to actively recruit members.
- Ensure that all initiatives for which you are responsible are appropriately costed and resourced.

IWM is a 7 day a week operation and you will be required to work at weekends, evenings and public holidays as needed. Flexibility around working days will be essential. You will be based at IWM Duxford and will be expected to travel to IWML regularly. The role will be expected to work alternate weekends.

This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Continuous development

We expect you to maintain and enhance the knowledge and skills you need to deliver a professional service to our colleagues, customers and visitors. This will also ensure you to continue to make a meaningful contribution to IWM.

Why Work for Us

Our four values guide us in our day-to-day work, but they also set principles for how we expect all of us to behave:



Person Specification:

	Essential criteria	How this will be assessed
1	Proven experience of working with the public or in a customer facing environment ideally in a heritage/tourism site.	Application form & interview
2	Educated to degree level or with equivalent work experience	Application form & interview
3	Good general verbal communication skills.	Application form & interview
4	Experience of presenting information in a confident and engaging manner to differing groups of people.	Application form & interview
5	Good general knowledge of twentieth century history.	Application form & interview
6	Able to motivate and develop a team of staff and volunteers. (colleagues)	Application form & interview
7	A thorough understanding of end-to-end Visitor Experience, its implementations and the importance of its role in a commercial context.	Application form & interview
8	Good understanding of access, inclusion and diversity principles and its practical implications.	Application form & interview
9	Experience of project delivery, including budget management	Application form & interview
	Desirable	
10	Experience of working in a commercial or sales environment.	Application form & interview
11	Experience of handling emergencies in a professional context.	Application form & interview
12	Knowledge of one or more foreign languages.	Application form & interview
13	Experience of working with volunteers.	Application form & interview
14	Experience of working in a museum or heritage setting	Application form & interview
	A project management qualification (ie. PRINCE2)	
	Key competencies	
15	Continuous Improvement	
	A flexible, evolving and solution-focused approach that delivers a genuinely value-added service to internal and external customers. Takes a proactive approach to problem-solving.	Application form & interview
16	Results Drive	
	Remains focused on priorities and does all that is necessary to deliver results. Adapts well to changing demands, overcomes obstacles and remains in control when under pressure.	Application form & interview
17	Leadership and team development	

	Demonstrates a willingness to lead a team, take responsibility for their knowledge, development, performance and standards of delivery. Role models the required standards.	Application form & interview
18	Customer & Communication Skills	
	Demonstrates a genuine desire to work with and serve the public. Applies this understanding and insight to flex their communication style and interact successfully with their visitors.	Application form & interview
19	Promoting Diversity	
	Takes an active and supportive role in making the museum an inclusive and rewarding place for all visitors. Demonstrates a commitment to understand and apply the principles of diversity.	Application form & interview
20	Learning Orientation	Application form & interview
	Keen to learn and enjoys soaking up as much relevant knowledge and experience as possible.	
21	Teamworking & Collaboration	
	Demonstrates a team-orientated approach. Builds trusting relationships, freely shares information with colleagues and listens to other ideas and perspectives. Supports others and helps to create a productive working environment.	Application form & interview

Additional Information

Benefits

As an employee of the IWM Trading Company, the benefits listed below are discretionary and IWM reserves the right, with due notice, to vary or withdraw them at any time. All such benefits apply during the course of your employment only.

- The annual leave allowance is 25 days per annum plus public holidays rising to 30 days after 5 years
- Access to our Pension Scheme arrangements including employer contributions.
- 20% discount in all IWM's on-site shops.
- A 25% discount in IWM's cafes.
- Free entry to all IWM Airshows at IWM Duxford.
- Free entry to a large number of other museums & galleries and their exhibitions which we have reciprocal arrangements with.
- Enhanced maternity and paternity benefits dependent on length of service.
- Access to our in-house training programmes and development
- Access to an interest free season ticket loan scheme
- Access to a Ride 2 Work Scheme
- Access to our Employee Assistance Programme, and Career Development Advice.
- IWM staff also have access to The Charity for Civil Servants services and support.
- Eligibility to join the Civil Service Sports Club, securing additional discounts and benefits.
- Access to social events run by groups with IWM.

Selection

The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application form gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short listing criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed on your application form. Applications by CV only will not be accepted.

To Apply

Apply online via our website www.iwm.org.uk/corporate/jobs

Please note we do not accept only CV's, you will be required to fill in an online application form.

If you have any queries please contact us at recruit@iwm.org.uk

The closing date for receipt of applications is 9am on Tuesday 6th December 2022.

The interview date is to be confirmed; however, it will likely take place in mid- December.

Please note that the interview date has been specifically chosen according to the availability of the panel. You are advised to keep this date free if you are interested in this vacancy. We are unable to reschedule interviews. Please note we are unable to cover any interview travel expenses.

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

IWM is committed to a policy of Equal Opportunities