



VISITOR EXPERIENCE & RETAIL MANAGER
Person Specification

	<u>Essential</u>	<u>Desirable</u>
Educational Qualifications / training	<ul style="list-style-type: none"> • Evidence of commitment to continuing professional development and awareness of own developmental needs in relation to this post. • Sound numeracy and literacy skills demonstrated by qualifications (GCSE level) or relevant experience. 	<ul style="list-style-type: none"> • Appropriate management qualification
Skills and experience	<ul style="list-style-type: none"> • Proven experience of working successfully in a customer-facing retail environment, providing an excellent customer experience, and increasing revenue by building rapport, being patient and courteous. • Excellent organisational skills and ability to work to deadlines and manage own time. • Experience of leading, motivating, managing, and training a team of staff and/or volunteers. Experience of managing performance and setting targets. • Accuracy and a good attention to detail, especially in relation to financial matters. • Quick to learn new processes and systems and the confidence to challenge and change these as appropriate. • Demonstrable experience as a team player. • Strong problem-solving skills with a curiosity to find out the 	<ul style="list-style-type: none"> • Experience of working in a customer-facing role at a visitor attraction (e.g. museum, heritage, arts organisation, park, garden, theme park). • Effective skills in project management. • Skilled at creating rotas for a customer-facing team.

	<u>Essential</u>	<u>Desirable</u>
	answers to things you don't know.	
Professional knowledge and experience	<ul style="list-style-type: none"> • Experience of taking responsibility for maintaining high standards of cleanliness and good housekeeping to ensure excellent presentation in all customer-facing areas. • Knowledge of accessibility requirements and how to ensure that the venue is as accessible as possible to the widest possible audience. • Experience/knowledge of understanding a customer base and purchasing/commissioning appropriate stock within the budgets set. • Experience/knowledge of the best way of capturing and analysing customer data. 	<ul style="list-style-type: none"> • Experience of product development. • Experience of fundraising and/or writing funding applications. • Experience of managing budgets and financial reporting. • An interest in art and willingness to learn more about the Newlyn School and Lamorna Colony. • Experience of taking responsibility for elements of health and safety compliance in an organisation. • Experience of setting up/running/managing an e-commerce operation. • Experience of developing new revenue streams for a business.
Communication skills	<ul style="list-style-type: none"> • Excellent verbal communication and strong interpersonal skills. Ability to maximise sales through friendly and courteous customer service. Ability to handle complaints in an appropriate manner. • Good written communication skills. • Ability to build rapport with stakeholders, colleagues and peers. • Ability to exercise diplomacy and sensitivity at all times when handling enquiries and liaising 	

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	with members of the public, Council members, and partner organisations.	
Information technology	<ul style="list-style-type: none"> • Proficient in IT skills including Word, Excel, Outlook. • Experience of working with an EPOS system. 	<ul style="list-style-type: none"> • Experience of making website updates on a Wordpress site.
Other	<ul style="list-style-type: none"> • Ability to work weekends on a rota. • Ability to work occasional evenings in order to attend Council meetings, Gallery functions and facilitate exhibition installations. • Requirement to be emergency keyholder and be included on emergency callout list • A commitment to Penzance Council's Equal Opportunities policy and an appreciation of how the policy affects Council procedures and practices. • Requirement to uphold the policies of Penzance Council. 	