



VISITOR EXPERIENCE & RETAIL MANAGER

Hours:	37 hours per week including weekend working on a rotational basis and occasional evenings.
Functions:	Managerial, Advisory
Responsible to:	Penlee House Gallery & Museum Director, Town Clerk
Responsible with Director for:	Visitor Services & Security Officer, Retail/front of house staff.
Salary:	SCP 23-26: £34,434 - £37,280
Purpose of role:	To oversee the management of the visitor experience and commercial activity at Penlee House Gallery & Museum, including the visitor welcome, ticketing, retail activity, and ensuring that visitor facilities are maintained to a high standard.

Responsibilities and tasks:

Visitor Experience Responsibilities

1. Ensure a warm welcome to all visitors by leading the team that works front of house, which includes the Visitor Services & Security Officer, the retail team, and the team of volunteer stewards. This will include front of house working.
2. Work with the Visitor Services & Security Officer to ensure up-to-date training for anyone who is customer-facing, ensuring that all staff and volunteers have current knowledge and can positively and effectively engage with our visitors.
3. Develop the front of house and weekend working rotas to provide appropriate staffing levels to ensure that visitors have a safe, accessible, and enjoyable visit.
4. Take responsibility for visitor facilities, ensuring high standards of presentation are maintained in all front-facing areas including the shop, entrance areas, toilets, and galleries. This includes taking a lead on ensuring that health and safety and accessibility standards are adhered to at all times.
5. Take a lead on capturing and analysing visitor data and visitor feedback. Initiate meaningful data capture and present this to the whole Penlee House team to inform our audience development strategy, programming, and commercial activity.
6. Work with the whole team to ensure that a visit to Penlee House is accessible and welcoming to all. Liaise with the Learning Officer to promote accessibility initiatives such as audio description.
7. Ensure that the visitor and retail information on the Penlee House website is clearly presented and up to date.
8. Work with the Learning Officer to ensure that visiting groups have an enjoyable visit to Penlee House.

9. Take an innovative and creative approach to developing the best possible visitor experience, from welcoming our visitors to leaving a lasting impression that will encourage them to return.

Commercial/Retail Responsibilities

1. Select, commission and order new products and re-order successful lines, within agreed budgets. Take responsibility for ordering stock and ensuring that the retail team is also able to do this.
2. Suggest and research new products for the shop, ensuring that you keep abreast of market trends to determine the need for improvements in the shop. Product selection should be informed by a good understanding of the audience.
3. Take responsibility for maintaining an effective stock control system and, with your team, conduct stock takes as required.
4. Ensure the maintenance of accuracy at all times when handling payments and ensure compliance with data protection legislation.
5. Take responsibility for the retail team's daily reconciliation of till receipts and preparation of cash for banking and ensure that appropriate financial controls and procedures are in place.
6. Analyse sales and revenue reports and make forecasts. Use this analysis to inform buying, merchandising and the setting of sales targets for the shop staff.
7. Supply admissions and financial data to the Director as required.

Building/Facilities Responsibilities

1. Maintain a safe environment, ensuring good levels of housekeeping are maintained in the building and surrounding areas. Liaise with the cleaning and hygiene contractors to ensure excellent levels of cleanliness.
2. Oversee the Visitor Services & Security Officer's programme of work, including weekly fire alarm tests, ensuring they are carried out and recorded, and ensuring that there are up-to-date fire evacuation plans in place that are tested regularly.
3. Support the Director with ensuring compliance on Health & Safety matters, and to ensure that a visit to Penlee House is accessible to all.
4. Identify maintenance issues in all front-of-house areas in a timely fashion, and, in consultation with the Director, procure and manage contractors to carry out repairs.

Managerial and strategy

1. Take the lead on researching and developing new revenue streams for Penlee House, including e-commerce.
2. Working with the whole team, develop a strategy to increase footfall and maximise income for the Penlee House shop.
3. Be responsible for supervising the work of the Visitor Services & Security Officer and retail team. This includes regular 1:1s and appraisals and devising staff training and development for your team.

4. Prepare reports and budget estimates relating to areas of responsibility, as requested by the Director.
5. Actively fundraise to support Penlee House, including sourcing and applying for grant aid and sponsorship, in consultation with the Director.
6. Undertake weekend working on a rotational basis. Attend occasional evening meetings and functions, both within Penlee House Gallery & Museum and at other venues as required.
7. To act as an ambassador for Penlee House and Penzance Council in attending meetings and giving professional advice and help to other museums, galleries, and cultural bodies in the area, as and when required.
8. To assist the Director and Visitor Services & Security Officer with the implementation and maintenance of an Emergency Plan, in conjunction with the emergency services, relevant staff and outside bodies.
9. Take responsibility for your continued professional development and develop your knowledge of Penlee House's activities and collections.

Other Duties

1. Act as a Keyholder for Penlee House. This includes locking and unlocking the building, ensuring that all areas are checked, locked and the alarms are set.
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3. Acting as Duty Manager for the building during opening hours when you are the sole keyholder. This includes taking responsibility for ensuring the building is safe to open, supervision of other staff and volunteers in the building and ensuring the safety of members of the public. In the case of emergency, you will ensure that the building is evacuated, and emergency services are called.
4. On very rare occasions you may be called out in an emergency, to meet with the security contractor and/or the emergency services.
4. Understand and uphold the Health & Safety and emergency procedures of Penlee House. Adhere to all policies of Penzance Council.
5. To undertake any other duties as reasonably requested by the Curator/Deputy Director, Director or Town Clerk.