



Job Description

Title: Visitor Assistant

Contract: Multiple contracts available

Salary: £25,398 per annum pro rata

About Us

We are a world-class visitor attraction and leading science research centre. We use the Museum's unique collections and our unrivalled expertise to tackle the biggest challenges facing the world today. We care for more than 80 million objects spanning billions of years and welcome more than five million visitors annually and 16 million visits to our website.

Today the Museum is more relevant and influential than ever. By attracting people from a range of backgrounds to work for us, we can continue to look at the world with fresh eyes and find new ways of doing things.

We employ 900 staff in a variety of roles, all united by our vision of a future where people and planet thrive. We need everyone to have the passion and drive to help us with our mission to create advocates for our planet and inspire millions to care about the natural world.

This is an exciting time to join the Museum as we have secured investment from the UK Government to build a new science and digitisation centre at Thames Valley Science Park, University of Reading. The purpose-built centre will house much of the Museum's collection and will include laboratories, digitisation suites, collaborative research spaces, conservation labs and workspaces.

Diversity and inclusion matter to us.

Our vision is of a future where both people and the planet thrive. Diversity is one of our core values and we strive to build a workplace where everyone feels a sense of belonging. All new staff who join us learn about the importance of diversity and inclusion to the Museum and how to contribute to creating an inclusive environment.

We know we have more to do, but we are committed to ensuring that everyone who works at the Museum feels they can thrive and feel valued and respected.



Job Summary

The Natural History Museum is a world-class visitor attraction welcoming millions of visitors every year. Our Visitor Assistants are the key to welcoming our visitors, providing an excellent experience, a safe environment and encouraging spend to help the Museum generate income.

Visitor Assistants at the Museum are part of our Visitor Experience team within the Commercial and Visitor Experience department. They provide direction, information, experiences and sales to our visitors, inspiring people in the natural world through our collections and scientific research. They ensure that visitors to the Natural History Museum are provided with an engaging visit in a well-presented safe environment, through the active provision of excellent customer service and knowledge of the offer.

Working Environment

The role involves switching between a range of visitor-facing duties and tasks across the Museum and the ability to be adaptable and flexible is essential. You will be working with the public and exposed to large numbers of people in noisy and crowded environments. The role requires long periods of standing as well as working outside throughout the year in a range of temperatures and conditions.

Appropriate equipment and health and safety provisions are in place to manage any risks and hazards within the role. In line with our responsibilities under the Equality Act 2010 we will explore reasonable adjustments in order to carry out the role.

Main tasks and responsibilities

Visitor Experience

- To welcome and proactively assist visitors, providing excellent customer service to enhance all aspects of the visitor journey
- To inspire visitors' interest in the natural world by sharing knowledge and information, and advocating all aspects of the public programme, offer, services and products
- To deal sympathetically with queries and complaints, escalating issues where appropriate
- To support at the Information Sales desks, answering visitor queries
- To work flexibly to meet operational demands, on occasion working out of normal hours or to support other visitor-facing teams

Commercial Sales

- To achieve set individual and team performance objectives and conversion targets
- To actively promote and engage visitors in commercial activities including Membership conversion
- To readily encourage on site visitor donations in a friendly and approachable manner
- To advocate for Museum membership in building on-going relationships with our visitors and supporting the work of the Museum
- To promote the programme of temporary exhibitions, including the Gift Aid scheme to encourage additional ticket donations and meet conversion rates
- To maximise income generation through add-on sale items

Operational Standards

- To adhere to operational and presentation standards for all tasks and responsibilities
- To work effectively in a diverse team to meet individual and shared responsibilities, demonstrating respect at all times
- To use telephones, radios, computers, EPOS systems and other technology as required to carry out your duties
- To carry out any further tasks appropriate to the grade of the post

Health and Safety

- To undertake all Health and Safety, Fire and Housekeeping responsibilities to ensure a safe and enjoyable environment for visitors
- To manage queuing, visitor flow and holding plans for visitors as required for the safety and experience of visitors and security of the collections
- To confidently evacuate large numbers of visitors in an emergency, demonstrating a detailed knowledge of emergency routes and procedures
- To identify and report any hazards, faults or near misses to the appropriate contact

Person Specification

1. Previous experience of working in a fast paced customer service role, preferably within a visitor attraction, museum or heritage environment.
2. Fluency in English and strong ability to verbally communicate both with large groups and individuals
3. Demonstrates a genuine desire to work with and serve the public. Applies this understanding in successful interactions with our visitors.
4. Knowledge and experience of confidently promoting and upselling products, offers and experiences
5. A hands-on, proactive and flexible approach to work, enthusiastically seeking opportunities to assist visitors, and demonstrate adaptability
6. Demonstrates ability to be an engaged, positive, supportive and collaborative team member
7. Ability to work under pressure in a visitor attraction or other busy service environment, including supporting emergency situations. Able to act with professionalism, confidence and resilience when dealing with difficult situations
8. Demonstrates understanding, diplomacy and good decision making in supporting the needs of a diverse audience of visitors and internal members of staff
9. Knowledge of good health & safety working practices including identifying and reporting hazards, following standard operating procedures and risk assessments

Thriving at the Museum: the way we work

We are proud to work at the Museum and have identified the qualities we all need to embody to reach our shared ambition. This sits alongside the Museum's values and forms the framework for the way we work.



We are ambitious. To make a difference on a global scale we are big and bold in our thinking and set goals which may seem impossibly high. We act with integrity, but we are not rigid or inflexible. We are excellent at what we do and look for opportunities to make a difference for the Museum wherever we can.

We are curious. We never stop learning. We look outwards beyond the Museum and ask questions to advance our understanding. We seek out and actively listen to different perspectives. We take time to reflect, are thoughtful and open to new ideas.

We share the wonder. We are captivated by the natural world, proud of our treasures and trusted guardians of our collections. We are passionate about the Museum, enjoy telling its stories and sharing our knowledge and expertise to inspire others. We don't take this for granted; we feel proud to work here.

We are pioneering. We are not afraid to try something new and use good judgment and evidence to take risks. We experiment, innovate, and embrace complex problems by adapting our approach. We do not dwell on setbacks or get preoccupied with problems. We find solutions.

We team up. We respect the expertise of others and recognise that we produce the strongest outcomes when we put the best ideas together. We trust each other, keep things simple and make it easy for others to do the right thing. We share information and skills so everyone is equipped and enabled to succeed. We never let bad moments grow into bad relationships. We inspire and empower each other to give our best.

We act with pace. We focus our efforts where we know we can make the biggest impact. We take tough decisions and once a plan is set, we all get behind it to make it happen. We take responsibility and don't wait to be told what to do. We are racing against time in this planetary emergency, so we work with a sense of urgency.

General Information

All positions at the Natural History Museum are conditional subject to receipt of:

- Proof that you are legally entitled to work in the UK
- A Basic Disclosure Check from the Disclosures and Barring Service (DBS)
- Satisfactory references covering the last 3 years of your employment or education
- Health clearance

The Museum supports flexible working.

