



# Job Description

**Title:** Senior Visitor Experience Manager

**Contract:** Permanent

**Salary:** £41,298 per annum

**Hours:** 37 hours per week

## About the Natural History Museum

The Natural History Museum (NHM) is a world-class visitor attraction and leading science research centre and commercial event space. We use our unique collections and unrivalled expertise to tackle the biggest challenges facing the world today. We care for more than 80 million objects, both in our London and Tring museums, spanning billions of years and welcome more than five million visitors annually.

We are at a pivotal moment in our history, as we launch a new strategy setting out our role as the natural world faces increasing threats. Building on our world-leading collection, global reputation for science and as one of the world's leading visitor attractions, the NHM has ambitious plans leading up to its 150<sup>th</sup> anniversary in 2031 making this a truly exciting time to be part of the NHM team.

## Diversity and Inclusion

We welcome applications from everyone – diversity, inclusion and the feeling of belonging matters to us. By attracting people to work for us from a broad range of diverse backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional environment in which to work. This is a remarkable place we look for staff who can work according to our values – we champion diversity, encourage creativity, we are connected, and we value evidence.

## Job Summary

The Natural History Museum seeks an experienced and dynamic Senior Visitor Experience Manager to lead and inspire our front-of-house team. This pivotal role ensures an exceptional visitor experience across our galleries, emphasising in-person engagement, commercial success, and operational excellence. This is a hands-on, public-facing role requiring a proactive presence in the Museum's galleries.



The role requires working one in three weekends, and bank holidays. Due to the nature of the role hybrid working is not available.

## Main Responsibilities

### Visitor Engagement and Presence in Gallery

- Act as the primary point of support for the team working in the galleries, ensuring all operational issues are dealt with in a timely and efficient manner.
- Lead by example by spending as much of your time in the Museum's public spaces as possible.
- Assist the team in proactively addressing visitor needs, resolving concerns, and enhancing the overall visitor journey.
- Proactively enhance the visitor experience by working collaboratively across teams to ensure all issues are resolved with minimum disruption to the visitor experience.

### Team Leadership and Coaching

- Motivate and support the Visitor Experience team to deliver world-class service.
- Develop and implement training programs focused on visitor engagement, customer service, and delivering commercial results.
- Provide real-time coaching and support, ensuring a visible leadership presence on the Museum floor.
- Line Management responsibility for Visitor Experience Management team.

### Commercial Focus

- Work to continuously improve the Museums donation revenue. Ensuring the team are trained, motivated and supported to deliver excellent results.
- Work with third-party suppliers to ensure all commercial revenue streams continuously deliver.
- Collaborate with Retail, Ticketing, Publishing, Visitor Events and other teams to maximise revenue opportunities while maintaining an exceptional visitor experience.
- Monitor and analyse key performance indicators (KPIs), including visitor excellence rating and spend-per-visitor metrics. Working to continuously improve these.
- Drive initiatives and support the team to promote memberships acquisition.

### Operational Support

- Assist in the day-to-day management of the Museum, including visitor flow, health and safety, and incident resolution.
- Ensure all public-facing areas are well-maintained, accessible, and reflective of the Museum's standards.
- Collaborate with other departments to support Museum-wide events and programs.
- Act as Duty Manager on a regular basis.
- Act as Incident Manager on a regular basis, overseeing the Museums response to a wide range of issues.
- Work collaboratively with the Retail team to ensure adequate stock levels are maintained and that inventories are kept up to date.

### Continuous Improvement

- Champion a culture of continuous improvement to enhance visitor experiences, team performance, and operational efficiency.
- Encourage the team to identify and suggest incremental changes that lead to meaningful improvements over time.
- Regularly review processes, visitor feedback, and team insights to implement



innovative and sustainable enhancements.

- Foster collaboration across departments to share best practices and collectively drive progress aligned with the Museum's mission and vision.

### **Health & Safety**

- To undertake Health, Safety and Fire responsibilities, ensure compliance with NHM Health and Safety procedures and completion and regular review of relevant public area risk assessment.
- Lead on evacuation planning and brief staff members to ensure that specific responsibility regarding evacuation is understood, ensuring all members of the team attend regular fire drills.
- Lead on crowd management, maintaining policies and constantly looking to improve the visitor flow.
- Compile, update and maintain Standard Operating Procedures (SOPs) and risk assessments, ensure team members are fully aware of all procedures.
- Support with planning for visitor evacuation and crisis management, ensuring the safety of visitors and team are always put first.
- Meeting regularly with Housekeeping and Estates team to ensure that the public spaces within the Museum estate are always maintained to the highest standards of presentation and that we are proactively managing any issues that arise.

### **Recruitment, Selection & Training**

- Take a fresh and strategic approach to recruitment, identifying and attracting diverse talent that aligns with the Museum's values and commitment to inclusion.
- Foster a culture of curiosity and adaptability by hiring individuals with unique perspectives and varied backgrounds, focusing on skills that enhance the visitor experience.
- Collaborate with HR to explore new recruitment channels and methods to reach underrepresented groups and broaden the pool of candidates.

### **Resource Management**

- Assist in managing the Visitor Experience team's budgets, ensuring expenditure aligns with the Museum's goals and priorities.
- Regularly analyse financial and performance reports, identifying trends and opportunities to improve efficiency and effectiveness.
- Collaborate with senior leadership to develop strategies for resource allocation, balancing visitor needs with budgetary constraints.
- Proactively seek opportunities for process improvements, driving sustainable change and development.

### **General**

- Ability to work effectively in a team with good leadership and motivational skills
- Use EPoS systems, business software, AI applications and other technology as required to help carry out your duties.
- Assist team members and other Museum staff as required.
- Attending training courses as requested.
- Adhere to and promote the Museum's code of conduct and uniform regulations.
- Any other duties appropriate to the grade of the post.



## Person Specification

- Strong line management experience, ability to coach, lead and develop a team of Visitor Experience Managers.
- Proven experience in a visitor-focused leadership role.
- Strong interpersonal skills with the ability to inspire and motivate teams in a fast-paced environment.
- Commercial acumen with experience driving revenue through visitor engagement.
- Exceptional problem-solving skills and the ability to stay calm under pressure.
- Hands-on, proactive approach, with a willingness to spend significant time on the floor interacting with visitors.

All employees are required to understand and comply with the Museum Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work.

### 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.

## **To apply**

If that sounds like you, please apply online on the Natural History Museum's careers portal.

**Interviews expected w/c 10 February 2025.**

Please note that this role would not meet UK Visa and Immigration's requirements for a sponsorship visa. As such we are only able to consider candidates who have the existing right to work in the UK.

