

## POSITION TITLE

**Visitor & Retail Services Host**

## LOCATION

**Museums Wellington**

## POSITION STATUS

**Fixed-Term, Part Time**

## POSITION OBJECTIVE

The purpose of this position is to:

- Deliver an exceptional, high quality and enjoyable experience where all visitors feel welcomed, valued and are able to explore in a safe and stimulating environment.
- Maximise all revenue generating opportunities.

## CONTEXT

**Space Place** and the **Cable Car Museum** are part of the Wellington Museums Trust (trading as Experience Wellington), a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love.**

Our vision is: **Engaged, curious communities**

The **Visitor & Retail Services Host** will contribute to the achievement of this vision by providing an enthusiastic and responsive welcome to, and ensuring a rewarding and safe experience for, all visitors.

## KEY RESPONSIBILITIES

1. Visitor Engagement – present a professional and positive image of Wellington Museums Trust and deliver an exceptional visitor experience. Show an appreciation and understanding of diverse audiences, their backgrounds and their needs.
2. Access For All – ensures easy and safe access for all visitors including those with special needs and families, those with impairments (such as mobility, sight and hearing) and those with limited or no English language skills.
3. Revenue Generation – maximise donation, fundraising, admissions, retail and referral opportunities including collection of visitor data.
4. Security – awareness of surroundings, risk management, safety of Wellington Museums Trust property and safety of any property in Wellington Museums Trust premises belonging to other parties.
5. Operational Tasks – competent completion of all operational tasks, compliance with internal policies.
6. Health and Safety – ensure compliance with legislation and safety of self, colleagues and visitors.

## WORKING RELATIONSHIPS

**Internal:** The **Visitor & Retail Services Host** will:

- Be accountable to the Visitor & Retail Services Coordinator
- Work collectively with the Visitor & Retail Services Host team; and
- Work in a collegial manner with all other Experience Wellington staff.

**External:** The **Visitor & Retail Services Host** will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of the Visitor & Retail Services Host including:
  - colleagues in equivalent positions in other cultural institutions particularly in the museum and art gallery sector;
  - visitors, suppliers, contractors and tradespeople;
  - other tourism institutions within the Wellington region; and
  - Schools, Early Childhood Centres, and holiday providers.

**KEY RESULT AREAS**

<b>KEY ACCOUNTABILITIES</b> (What needs to be achieved)	<b>PERFORMANCE MEASURES</b> (How it will be measured)
<b>1. Visitor Engagement</b>	
<ul style="list-style-type: none"> <li>• Provides a professional, positive and responsive welcome to visitors.</li> <li>• Delivers an exceptional visitor experience to all visitors.</li> <li>• Embraces diversity. Creates a welcoming environment for visitors from all cultures and backgrounds.</li> <li>• Provides relevant and up to date information to visitors in an enthusiastic manner.</li> <li>• Professionally delivers tours and programmes relevant to location.</li> </ul>	<ul style="list-style-type: none"> <li>• High visitor satisfaction levels as evidenced by visitor surveys.</li> <li>• Positive interactions with visitors as evidenced by supervisor observation.</li> <li>• Diversity appreciation practiced as evidenced by visitor feedback and supervisor observation.</li> <li>• Information provided is clearly understood by visitors as evidenced by visitor feedback.</li> <li>• Tours and programmes enjoyed by visitors as evidenced by visitor feedback.</li> <li>• High levels of repeat visitation.</li> </ul>
<b>2. Access For All</b>	
<ul style="list-style-type: none"> <li>• Ensures easy and safe access is available to all visitors including those with special needs, and families.</li> <li>• Maintains up to date knowledge of safe access ways for visitors with special needs.</li> <li>• Exhibits willingness to assist appropriately visitors with special needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Easy and safe access ways for visitors, including those with special needs are identified and documented.</li> <li>• Easy and safe access ways for visitors with special needs are used when appropriate.</li> <li>• Visitors with special needs feel welcome and valued as evidenced by visitor feedback.</li> </ul>
<b>3. Revenue Generation</b>	
<ul style="list-style-type: none"> <li>• Approaches every visitor as a revenue generation opportunity.</li> <li>• Promotes Wellington Museums Trust revenue streams at every opportunity (tours, venue hires, activities, exhibitions, events).</li> <li>• Maximises retail sales by proactively seeking sales opportunities.</li> <li>• Maximises donation revenue by proactively seeking donations.</li> <li>• Ensures revenue targets are met.</li> <li>• Improves the quality of visitor data by encouraging every visitor to provide feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Sales targets are achieved.</li> <li>• Donation targets are met.</li> <li>• Membership targets are achieved.</li> <li>• Referral targets are achieved.</li> <li>• Every visitor is asked for a donation or an admission price as evidenced by supervisor observation.</li> <li>• Volume and quality of visitor data improves.</li> <li>• Admission targets are met</li> </ul>
<b>4. Planetarium Presenting, Telescope Operating, Tour Guiding</b>	
<ul style="list-style-type: none"> <li>• Facilitates the visitor experience at both sites</li> <li>• Presents engaging planetarium shows, exhibition tours and telescope viewing</li> <li>• Proactively provides interpretation of artefacts, exhibits and guidance to all visitors to ensure their experience is enjoyable, safe and of the highest standard.</li> <li>• Managing the safe entry and exit for visitors to the Planetarium and shows are punctual</li> <li>• Ensure the Space Place environment is safe and clean for each visitor</li> <li>• Confidently using the telescopes to give a personal experience, and a working knowledge of astronomy and the night sky</li> <li>• Alerting the relevant Manager to any problems within the exhibition or Planetarium</li> <li>• Undertaking any other tasks relevant to the post as required by the Supervisor on Duty or the Visitor Services Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Tours at Cable Car Museum are interesting and engaging for the visitors.</li> <li>• Space Place receives excellent visitor feedback with 95+% of respondents rating our staff as friendly, helpful and knowledgeable</li> <li>• Presenter is keen to learn new skills, proactively acquires knowledge</li> <li>• Presenter actively undertakes training to present new shows and contributes to the development of new material</li> <li>• Presentations are exciting, engaging and factually correct</li> <li>• Holds interest of the group and is knowledgeable about subjects being presented</li> <li>• Planetarium shows are turned around promptly and smoothly. Shows start on time.</li> <li>• Telescope viewings are conducted with ease and confidence</li> <li>• Any problems within the visitor experience are reported promptly</li> </ul>

<b>5. Security</b>	
<ul style="list-style-type: none"> <li>Ensures full awareness of surroundings is maintained at all times.</li> <li>Identifies and manages risks efficiently and appropriately.</li> <li>Provides appropriate responses when dealing with challenging visitors.</li> <li>Remains alert to the safety of Wellington Museums Trust property and any property in Wellington Museums Trust premises belonging to other parties.</li> </ul>	<ul style="list-style-type: none"> <li>Full awareness of surroundings is evident to supervisor.</li> <li>Risks are managed efficiently and appropriately as evidenced by supervisor observation.</li> <li>Situations with challenging visitors are defused quickly with minimum disruption to other visitors.</li> <li>All property in Wellington Museums Trust premises is kept safe from damage.</li> </ul>
<b>6. Operational Tasks</b>	
<ul style="list-style-type: none"> <li>Completes all operational tasks as detailed in your locations [Operations Manual/Desk File/Task List].</li> <li>Completes any other operational tasks as directed by your supervisor, manager or Director.</li> <li>May be required to perform Visitor Services Supervisor duties.</li> </ul>	<ul style="list-style-type: none"> <li>All operational tasks competently completed.</li> <li>Any additional tasks directed by your supervisor, manager or Director competently completed.</li> <li>Complies with internal policies.</li> <li>Performs Visitor Services Supervisor duties (if required) competently.</li> </ul>
<b>7. Health and Safety</b>	
<ul style="list-style-type: none"> <li>Plays a key role in coordinating visitors in the event of an emergency.</li> <li>Ensures that all Health and Safety regulations are adhered to, and that the Health and Safety of visitors, and employees is not compromised.</li> <li>Behaves in a way which contributes to the Trust's goal for a zero harm work environment.</li> <li>Leads by example on good Health and Safety behaviours at work.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors are kept safe and evacuated efficiently.</li> <li>Exhibits awareness of the Trust's Health and Safety Plan, policies and procedures and acts accordingly.</li> <li>Full compliance with legislation, policies and procedures is achieved.</li> <li>Zero Serious Harm achieved.</li> <li>Members of your team feel safe at work.</li> </ul>

## PERSON PROFILE

### ***Skills, experience and qualities required for this role:***

- Proven track record within a visitor service environment.
- Experience working in a commercial visitor attraction environment.
- Experience working with families, children and young people.
- Strong visitor engagement skills, able to welcome visitors enthusiastically and responsively.
- Adaptability and grace under pressure.
- Experienced and confident in addressing groups of people.
- Experienced and comfortable in working with visitors from all backgrounds.
- Proven experience working in a revenue generation environment – retail sales, donations, memberships, referrals and visitor data collection.
- Experienced and comfortable with pursuing revenue generation opportunities with all visitors.
- Strong attention to detail.
- Experienced with conflict and ability to defuse tense situations.
- Experienced with understanding, encouraging and carrying out the principles of health and safety management.

### ***Role Specific Competencies:***

#### **Revenue Generation**

Effective performance includes:

- Demonstrates the confidence to approach all visitors as a revenue generation opportunity.
- Knowing about and promoting other Trust sites, attractions and facilities.
- Exhibits a target driven focus to revenue generation.

#### **Attention to Detail**

Effective performance includes:

- Demonstrating the ability to attend to the detailed aspects of all tasks.
- Prioritising effectively.

#### **Diversity**

Effective performance includes:

- Treats all people with respect.
- Values diverse perspectives.
- Shows sensitivity to individual differences.

## **Health & Safety**

Effective performance includes:

- Understands, encourages and carries out the principles of safety management.
- Complies with safety policies and procedures.
- Takes personal responsibility for safety.

## **Core Competencies**

*Effective performance in the following core competencies is set out in the Core Competencies Guide attached.*

- Commitment and Accountability.
- Applying Professional Expertise/Creativity & Innovation.
- Customer Focus.
- Communicating Effectively.
- Working Together/ Teamwork.

## **CORE COMPETENCIES GUIDE**

### **Commitment and Accountability**

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

### **Applying Professional Expertise/Creativity & Innovation**

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and the Trust.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

### **Customer Focus**

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

### **Communicating Effectively**

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside the Trust Institutions to achieve benefits for the Trust.

### **Working Together/ Teamwork**

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.