

Job Description

Job Title	Visitor Services Supervisor
Directorate	City Development
Service Area	City Halls
Grade	5
Competency Level	3
Salary	£28,770 - £33,024
Job Type	Office Based
Location	City Halls
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	

Job Purpose

To manage and deliver an excellent visitor experience for all visitors to City Halls.

To create and deliver a relevant and engaging tour program, supporting the Venue Operations Manager to enhance the Halls Heritage offer.

To be responsible for overseeing and managing the operations of visitor services team within City Halls.

Directly Responsible For:

3 x visitor services assistants

Directly Responsible To:

St George's Hall Operations Manager

(Dotted line to Town Hall & Croxteth Operations Manager when working in that specific building)

Main Areas of Responsibility:

- You will have a broad knowledge of the City Halls, the City of Liverpool, and the surrounding region to share information to all visitors
- You will manage the visitor services team ensuring each venue is delivering tours and an outstanding visitor experience
- Ensure that facilities and services are accessible to all visitors, including those with disabilities or special need
- You will support the Venue & Events commercial team in delivering bespoke tours for commercial clients
- You will actively seek commercial opportunities with key City partners to increase visitor footfall
- You will be a motivated and enthusiastic individual, who will bring a true passion and focus for promoting City Halls and all it has to offer to city region visitors
- You will provide information, deliver excellent customer service and a memorably warm welcome to all service users.
- You will provide visitor information, deliver engaging activities, guided tours and talks and on occasion sell a variety of commercial products.
- The service will be delivered from a number of locations dependent upon demand.

- You will be an approachable and attentive people-person who is always visible to the customer, you will look immaculate and have a warm and engaging manner, ensuring the customer experience is second to none at all times in your 'meet & greet' role
- You will have a broad knowledge of the City Halls, the City of Liverpool, and the surrounding region in order to share factual information to all visitors.
- You will respond to changing daily demands and priorities at City Halls, maintaining an efficient and positive demeanour in all communications whether that be face to face, by telephone or by email.
- You will be required to use Rendezvous Venue Management system in order to create efficiencies, streamline processes, embed SOP's, produce reports and improve event communication and record keeping.
- You will develop and deliver a current and engaging tour program to support City Halls commercial strategy and targeted campaigns
- You will support the Venue Operations Manager to engage visitors and enhance their experience through interactive exhibits, guided tours, workshops, demonstrations, and special events
- You will support front line delivery of education programmes at City Halls, providing interpretation of the halls historical and exhibition content
- You will share knowledge of exhibitions and displays by delivering a range of guided tours, talks and presentations, employing digital facilities as appropriate
- You will assist in the creation and delivery of educational resources for visitors, schools, families and special interest groups, helping to develop a programme of talks, tours and workshops.
- You will assist in researching, producing, curating and operating exhibitions and displays in a dynamic way
- You will have a strong understanding of current trends and initiatives in Heritage development

- You will assist in working with other museums and galleries in the William Brown Street area to develop and market St George's Hall and its education programmes
- Being the point of contact for all ambassadors ensuring they are supporting the Heritage offer within City Halls
- You will deliver educational experiences for schools
- You will support Event Managers in delivering a cultural program for City Halls
- You will be responsible for managing the visitor entrance within St George's Hall
- You will be responsible for staff rota's within the visitor services team
- You will have a personal drive, passion and determination for continuous improvement of all activity taking place within City Halls, so that you and the venues are viewed as shining examples of excellence to all visitors and Registry Office Service users.
- You will commence your shift with a daily 'walk through' of the entire Visitor Centre, ensuring all displays exhibitions, signage and tour routes are of the highest standard with no litter, clutter or maintenance/H&S issues, to ensure excellent standards and safe access at all times
- You will ensure the Welcome Desk is clear at all times of paper, clutter, flyers, cups etc
- You will ensure all informational signage within the Visitor Centre and Tour Route is compliant with the brand guidelines and professionally printed, ensuring there are no paper signs or temporary signs attached to walls at any time
- You will ensure any literature displays, posters and other point of sale information are all up to date and of the highest standard within each area of the Visitor centre.
- You will be responsible for the upkeep of all equipment within each area of the Visitor Centre, ensuring it is maintained, it is secure, it is fit for operational use and looks great at all times.

- You will ensure management & storage of all equipment, kit and furniture after use, reporting any damage or loss to Venue / Event & Operations management.
- You will show exceptional attention to detail and a sense of pride and ownership, ensuring all public areas, heritage areas, storerooms, basements and their contents are kept clean and tidy, with a management routine in place to ensure their continual upkeep.

Supervision and Management Responsibility:

- Manager the visitor services team, ensuring planned one to one conversations, quality annual appraisals and regular workforce planning and development.
- Manages performance and behavioural issues
- Ensuring that the visitor services team are delivering customer service to the highest standard and seeking training when required.

Budget and Financial Responsibility:

- Responsible for visitor services administration such as ticketing, till operations, cash handling & banking services etc
- You will be responsible for checking all income and expenditure relating to the Visitor Centre
- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities.

Physical Demands of the Job:

- Post holder will occasional be lifting when on site for an event. Sitting behind a desk on a PC for prolonged periods.

Corporate Responsibility:

- Contribute to the delivery of the Council Plan.
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement.
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance.
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan.

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level 3.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Desirable

- Relevant degree or qualification within a Heritage environment (A/I)

Experience

Essential

- Experience in creating and delivering an extensive tour program (A/I)
- Experience managing a fast-paced reception area (A/I)

Desirable

- Experience with a heritage environment

Skills/Abilities

Essential

- Able to curate a program around specific City Hall campaigns (A/I)
- Excellent customer service skills with a passion for ensuring you deliver first class service at every touch point (A/I)
- You will be a confident communicator with exceptional interpersonal skills, able to bring new and innovative ideas to the table (A/I)

- A creative problem solver who can find solutions to challenges (A/I)
- Ability to work autonomously as well as being an active, engaged and enthusiastic team member of both City Halls (A/I)

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council
- An enthusiastic, self-motivated, positive professional with an adaptable, flexible approach to work