

BCP COUNCIL JOB DESCRIPTION

DIRECTORATE: Customer & Property (Poole Museum)
JOB TITLE: Visitor Experience Manager
GRADE: G
WORKING DAYS/HOURS: 37 hours per week including alternate weekends
CONTRACT: Maternity Cover to 31/10/2026
RESPONSIBLE TO: Interim Senior Ops Lead / Interim Museum Director

MAIN PURPOSE

- To lead the development and delivery of a welcoming, efficient, and secure Visitor Experience service at Poole Museum, ensuring visitors receive exceptional service, and leave with a meaningful connection to Poole's rich cultural heritage.
- To provide leadership to a team of Visitor Experience Assistants ensuring the achievement of defined performance standards and service outcomes.
- To support the effective management of the enterprise operations, including retail, programming, events and donations.
- Ensure all activities are delivered efficiently and contribute to income generation and visitor engagement.

MAIN RESPONSIBILITIES

1. To manage the day-to-day operations of the Visitor Experience, which include tourism information at Poole Museum, ensuring an efficient, welcoming, and inspiring environment that supports meaningful visitor engagement.
2. To manage Visitor Experience operational projects within the Poole Museum and business plans, and to have complete ownership of all aspects of the project plans.
3. To lead and manage a Visitor Experience Assistants and VEX volunteers, encompassing all aspects of team management, including scheduling, training, professional development as well as supporting the engagement, appearance, welfare, and professional conduct of the team.
4. Champion and consistently deliver high-quality, year-round visitor experience to visitors across all channels, including in person, by phone, email, and online. The post-holder will play an active role within the team rota, including regular weekend working. To maintain a consistently welcoming and visually engaging environment across all public areas of the museum, ensuring that information, displays, and equipment are well-presented, brand-aligned, and properly maintained and secured.
5. To support the effective management and delivery of the museum's enterprise operation, including retail, programming and events, and donations, ensuring all activity is visitor-focused, financially efficient, and aligned with organisational goals.

This includes:

- Maximising income opportunities through retail, event tickets, event participation, and donation initiatives, ensuring all income generating activity contributes to the museum's financial sustainability.
- Maintaining responsibility for all financial transactions, including card and digital payments, ensuring accuracy, security, and timely reconciliation in line with financial procedures.

- Overseeing stock control and presentation ensuring items are well-stocked, attractively displayed, and maintained by the Visitor Experience team.
 - Supporting the planning and delivery of events and programming, working collaboratively with colleagues to ensure these activities are well-organised, engaging, and contribute to both visitor satisfaction and income generation.
 - Encouraging and facilitating visitor donations, ensuring donation points are visible, accessible, and promoted as part of the wider visitor experience
6. To be a member of wider Museum team meetings and play an active and supporting role in the development of existing and new programmes and priorities and ensure collaboration with all teams to help support and strengthen the delivery and impact of the service.
 7. To ensure a visible and approachable presence across gallery spaces, actively engaging with visitors while ensuring the safeguarding of people, collections, and buildings. This includes monitoring activity on the gallery floors, supporting a welcoming environment, and upholding security protocols through proactive observation and interaction.
 8. To support the recruitment, training, and day-to-day coordination of Visitor Experience Volunteers, working closely with the Volunteer Manager to ensure volunteers are well-prepared, motivated, and confident in delivering a high-quality, inclusive experience for all visitors
 9. To hold keys for the Museum buildings and take responsibility for ensuring that all security procedures, such as opening, closing, and access control—are consistently followed by the Visitor Experience Assistants, supporting a safe and secure environment for staff, visitors, collections, and buildings and to be part of a scheduled call-out rota, providing response to out-of-hours alarms as required.
 10. To oversee the day-to-day operational readiness of public-facing areas within the museum buildings, ensuring that all spaces are safe, accessible, clean, and welcoming. This includes liaising with facilities teams and contractors on maintenance, cleaning, and environmental controls, and proactively identifying and resolving issues that may impact the visitor experience.

General

- To support the aims and activities of the Wessex Museums National Portfolio Organisation and to work with partner museums and Poole Museums staff to integrate NPO activity in Poole Museums activity, services and programming.
- To be responsible for the effective development and management of allocated budgets as required.
- To carry out and implement risk assessments as required.
- To be aware of and comply as appropriate with policies, procedures and best practice of BCP Council, Poole Museum and other relevant bodies.
- To undertake such other duties as may be required from time to time commensurate with the level of the post.
- To travel in Bournemouth, Christchurch and Poole (and to other areas of the UK) in pursuance of the responsibilities of the post in an agreed timely manner, including lone-working and the carrying of materials in a vehicle.

- To participate in training and development and undertake such other duties as may be required from time to time commensurate with the level of the post.
- To comply with all decisions, policies and standing orders of the Council and any relevant statutory requirements, including Equal Opportunities legislation, the Health and Safety at Work Act and Data Protection Act.

PERSON SPECIFICATION

ATTRIBUTES & CRITERIA	ESSENTIAL/ DESIRABLE	METHOD OF ASSESSMENT
EXPERIENCE <ul style="list-style-type: none"> Relevant work experience in a high volume customer service/focussed environment Experience of successfully managing trading accounts Experience of successful relationship building within a business community Experience of responsibility for security of premises, public and contents in a public venue Experience of effectively managing people Regular use of technology as a prime information tool Successful experience of financial/budget management 	Essential Essential Essential Desirable Essential Essential Desirable	Application Form Interview References
QUALIFICATIONS / TRAINING <ul style="list-style-type: none"> A relevant management, tourism or customer care qualification/certificate or equivalent 	Desirable	Application Form Certificates
APTITUDES / ABILITIES <ul style="list-style-type: none"> Co-ordination and organisational skills including proven administration abilities and systems management Literacy skills, including the ability to write in creative format and more formal report writing styles Numeracy skills including ability to interpret spreadsheets Computer literacy with knowledge of Microsoft Office (word/excel/outlook/internet explorer) and social media Ability and judgement to make independent, informed decisions to resolve unexpected situations affecting the public and employees quickly and effectively Ability to correctly manage personal data and confidential information Excellent inter-personal and communication skills who can inspire confidence Ability to supervise, motivate and develop staff 	Essential Essential Essential Essential Essential Essential Essential Essential	Application Form Interview References
KNOWLEDGE <ul style="list-style-type: none"> Solid awareness and knowledge of the visitor experience in a tourism, cultural or heritage environment 	Essential	Application Form Interview

ATTITUDE / MOTIVATION <ul style="list-style-type: none"> • A flexible approach to work and ability to adapt to many varied situations • Team worker – able to relate to colleagues at all levels • Ability to work on own initiative, under pressure, meet tight deadlines and with attention to detail • Commitment to equalities and Health and Safety, and a diverse, inclusive visitor experience 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application Form Interview</p>
OTHER FACTORS <ul style="list-style-type: none"> • Ability and willingness to work a flexible schedule, including weekends, bank holidays, and evenings, to support the museum's public opening hours and events. 	<p>Essential</p>	<p>Application Form Interview</p>