



Post: Senior Visitor Experience Manager, Tate Britain
Reference: TG2375
Band: 2L
Department: Visitor Experience and Operations
Contract: Permanent
Hours: Full-time
Reporting to: Head of Visitor Experience
Responsible for: Visitor Experience Managers
Location: Millbank, London

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes British art from the 16th century to the present day, and international modern art from 1900 to the present day.

The Visitor Experience team is part of the Audiences division, which works to drive reach, revenue and reputation for Tate - growing and diversifying audiences; generating income to support Tate's work, positioning the brand, and creating inspiring and engaging experiences for everyone who visits.

Tate Britain attracts over 1.3M visits per year. It holds the national collection of British art. The gallery, free and open to all, has a dynamic, changing programme of high-profile exhibitions, events, experiences and activities for a broad range of audiences.

Our aim is to create a visitor experience where everyone who visits really engages with the art, feels that Tate is 'a place for me', encounters the art world's most inspiring and knowledgeable staff, and are further inspired to buy, join, donate and participate.

For this job, people are the key.

You can find further information about Tate on our website: www.tate.org.uk

Purpose of the Job

To lead the front of house visitor experience at Tate Britain. To create an inspiring, engaging and inclusive visitor experience for broad and diverse audiences.

Main Activities/Responsibilities

- Work with the Head of Visitor Experience to devise and deliver the VE strategic plan.
- Lead and ensure the smooth, efficient running of all visitor experience operations at Tate Britain.
- Work with colleagues to lead, develop and implement the Tate Britain visitor engagement plan – to provide welcome, information, and inspiration including tours and talks, language provision, on-site activations and things to do for families.
- Act as the central lead for the Tate Britain front of house visitor experience, working collaboratively with colleagues in other teams delivering services to visitors, including sales, catering, retail, security, volunteers, facilities management and housekeeping, to ensure a seamless, high quality Tate visitor experience.
- Act as a Gold Commander on a rota basis, leading on emergency planning and response. Work collaboratively with the security team to ensure the safety and security of all visitors, staff, artworks and buildings, and lead on incident management.
- Lead on all aspects of visitor experience planning and logistics across new exhibitions, art displays, installations and events.
- Lead on-site customer service, ensuring outstanding quality and consistent standards, working with the Head of Visitor Experience and colleagues to define what we mean by Tate customer service and train cross front-of-house.
- Lead the Visitor Experience manager to deliver the day to day operations, including building presentation standards, visitor flow, visitor assistance, welcome and wayfinding, access and health and safety.
- Strategically plan and implement initiatives to develop the visitor experience for priority audience groups including families, young people, and international/multi-lingual groups.
- Act as Duty Manager on a rota basis, taking overall responsibility for all aspects of public and asset safety and security and visitor care during opening hours and management control of building/site-wide incidents and emergencies.
- Be accountable for delivery of KPIs including visitor satisfaction, helpfulness and customer service, net promoter scores; staff satisfaction; and income generation through front of house such as on-site voluntary generations and promotion of membership, café, audio guides and retail products.

Leadership

- Provide outstanding leadership, developing a high-performing team with high levels of employee engagement.
- Lead and line-manage the team of Visitor Experience Managers, including recruitment, induction, setting clear expectations on what excellence looks like, performance management, employee engagement, training and personal development.
- Manage the key internal relationship with the Director of Tate Britain to ensure the visitor experience is aligned to meeting their strategic priorities.
- Manage strong stakeholder relationships across the organisation in relation to optimising the Tate Britain visitor experience – from Curatorial, Learning and Interpretation, Membership and Ticket Sales, Enterprises, etc.
- Develop and embed a culture that acts on visitor and staff feedback, as well as visitor research, to enable and promote a culture of continuous improvement across the team and empower people to come forward with practical solutions to meet customer needs.

- Develop, optimise, implement and manage staff systems and processes including rotas, staffing levels, systems, equipment. Ensure strong processes and procedures are in place.
- Support the learning and development of staff in relation to customer service, engagement skills, duty management, Health and Safety, standard operating procedures and business continuity planning.
- Manage the site VE budget.
- In collaboration with the Head of Visitor Experience monitor and manage the contract supplied visitor assistant service at Tate Britain, ensuring high standards of performance which align with and support Tate's values and ways of working, with regular contact with the supplier to monitor the service level agreement.
- In collaboration with Head of Safety and Security monitor the performance of other contract supplied services to the site day to day (security, housekeeping, facilities management) to ensure these meet Tate's requirements and standards.
- Support the Visitor Experience Managers in delivering high standards of visitor care, and in dealing with complaints and complex visitor needs or enquiries, as well as in dealing with any security incidents or accidents that may occur.
- Support the Head of Visitor Experience in managing local council relationships and handle entertainment licence requests.
- Support the Head of Visitor Experience in managing relationships with local Trade Unions and work collaboratively with Trade Unions and staff representatives, ensuring a positive working environment.
- Deputise for the Head of Visitor Experience as required.
- Manage specific projects as directed by the Head of Visitor Experience.

Person Specification

Essential

- Relevant experience of leading a large, complex, fast-paced and highly successful visitor experience function in a front of house management role.
- Outstanding people leadership and management skills, with the proven ability to organise and motivate a large front of house team to create a high performing team.
- Significant experience in devising and implementing successful visitor engagement, with a proven creative approach to engaging a wide variety of audiences is with a visitor experience, content or brand.
- Senior level operations management experience gained within a busy, complex, multi-faceted and public-facing organisation of comparable size and scale, including resource planning, events management, risk management, incident and emergency management.
- Proven experience in a line management role, including experience of recruiting, managing performance, coaching and developing the team to enhance their skills and contribution.
- Proven experience in developing, implementing and managing systems, staffing levels, rotas, and standards to deliver high levels of customer service, efficiency and effectiveness.
- Relevant experience in leading public safety including planning, risk management, incident and emergency management.
- Outstanding interpersonal and communications skills with the ability to collaborate effectively and confidently at all levels, internally across departments and with external contacts.

- Highly organised with the ability to prioritise, co-ordinate and delegate tasks in order to meet deadlines.
- Clear thinking with sound judgement – able to manage competing demands, make effective decisions and think creatively to come up with solutions to problems, while staying calm under pressure.
- Proven budget management experience and a commercial approach.
- Computer literacy – knowledge of Windows-based applications, able to use word-processing, database, spreadsheet, internet and email applications.
- A proactive approach to promoting the principles of diversity and inclusion in relation to visitor's needs.
- An interest in and commitment to the work of Tate.

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a permanent contract.

Working Hours

The working hours for this post are 36 hours per week worked over 5 days per week, Monday to Sunday, with two rostered rest days each week.

Tate Britain is open to the public from 10 am to 6 pm daily. In addition, Tate Britain opens until 10 pm on the first Friday of each month, and in early mornings and evenings for events.

The nature of the role will require some out of hours working to cover early morning and evening events.

Salary

This post is graded on Band 2L of the Tate pay scales.

An appointment to this role will be made at £36,695 per annum.

A review of pay is undertaken annually at Tate through negotiation with the recognised trade unions. Any increases to individual salaries, will be subject to the terms of Tate's annual pay settlement and will be applied from 1 April.

Annual Leave and Public Holidays

Annual leave is 25 working days per annum rising to 27 working days per annum after three years' service. In addition, we offer paid time off for the 8 public holidays and 1 Tate day (on 24 December when the galleries are closed).

Pension Benefits

An important part of the pay and reward package Tate offers employees is the option to join the Civil Service Pension arrangements. These arrangements currently offer a choice of two types of pension:

- **Alpha.** This is a defined benefit occupational pension scheme that currently has a member contribution rate which ranges from 4.6%-8.05% dependent on your salary. As your employer we meet the rest of the cost of the scheme. Further information about this can be found at www.civilservicepensionscheme.org.uk
- **Partnership** pension account. This is a stakeholder pension with a contribution from ourselves. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings. The contributions are in addition to the age-related contribution mentioned above.

If you have previously worked for an employer who participated in the Civil Service Pension scheme or other Public Service pension schemes different conditions may apply.

Other Discretionary Benefits

- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last 3/years of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our 'Guidance Notes for Applicants' document.

Diversity and Inclusion

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate's future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

How to apply

Our opportunities are open for you to apply online. Please visit: www.tate.org.uk/about/workingattate/ to create an account by registering your details or, if you are an existing user, log into your account. For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format, please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is **Thursday 27 June 2019 by 17.00**.

Our jobs are like our galleries, open to all.

