



## **JOB DESCRIPTION**

<b>Job title</b>	Retail & Admissions Assistant
<b>Section</b>	Audiences & Income
<b>Reports to</b>	Retail & Admissions Team Leader
<b>Responsible for</b>	No responsibility for staff
<b>Hours of work</b>	Part time (16 hours per week) on a rota (worked over 4 days)

### **Main purpose of the job**

#### **Section Description**

The Audiences & Income Directorate (AI) is one of four Directorates at the Horniman and comprises fundraising, membership, marketing, communications, digital, event operations, visitor experience and commercial activities.

#### **Main purpose of the job**

Provide visitors with a friendly, welcoming, and customer-focused service, in accordance with the Horniman's Customer Care Policy. Assist with the Horniman's day-to-day retail and admissions operation through selling tickets, memberships and retail products across our shops and ticket desk. Help maximise income and profitability within the strategies, guidelines, policies and procedures set by the Director, Communications & Income Generation and the Horniman Museum Enterprises Ltd.

#### **Main responsibilities**

##### **Box Office/Admissions (40 %)**

- Sell tickets for paid exhibitions, events and activities using the Horniman's computerised box office system
- Promote, sell and renew memberships and benefactors in accordance with established procedures
- Promote Gift Aid and donations, clearly communicating the Gift Aid messaging and achieving agreed targets
- Participate in all creative sales initiatives including membership drives, price promotions, and cross-selling and up-selling of events and products
- Ensure that all data entered onto the ticketing system is done so accurately and in line with Horniman policy and the Data Protection Act
- Deal with all financial elements of the role with accuracy, appropriate confidentiality and complete integrity in line with established procedures
- Provide visitors with specific needs (e.g. members, disabled visitors, and self-led groups) with information and ticketing services to meet their requirements and enhance their visit
- Follow procedures for the effective use of all Ticket desk equipment and accurately record and report any errors to appropriate senior staff
- Have a sound understanding of the Horniman's system for online bookings and answer queries relating to web sales.

- Collaborate closely with the Learning, Fundraising and Commercial teams to support the delivery of their events, liaising with visitors and implementing any special ticketing requirements.

### **Information Giving (20%)**

- Maintain up-to-date knowledge and awareness of the Horniman, its events and activities, facilities and services and communicate information to visitors in a style that is appropriate to their needs
- Effectively communicate charity messaging, prompting donations in the Museum and linked to the public programme
- Work closely with Team leaders and provide cover as needed

### **Retail (40%)**

- Use the EPOS till system to process sales transactions efficiently and perform end of day cashing up procedures accurately
- Maximise sales, raise the Average Transaction Value (ATV) through up-selling, and help to control costs in order to achieve the financial targets set by the Head of Commercial.
- Ensure that the shop is presented to best effect and that maximum use is made of the available space, utilising merchandising guidelines, and by making effective use of EPOS and stock data and point of sale materials.
- Ensure the security of the premises, stock and cash at all times, by following laid down procedures.
- Maintain high standards of merchandising and housekeeping at all times and carry out replenishment of sales floor
- Assist in appropriate procedures relating to stock movement & control, including shop deliveries and stock checks. This includes booking in of deliveries, stock transfers and stock takes. In addition, maintain tight stock control by ensuring all products are priced and labelled correctly.
- Maintain quality assurance and bring faulty or damaged stock or delivery discrepancies to the attention of the Manager
- Ensure that all fixtures, fittings and premises are maintained to a high standard of cleanliness and appearance

### **General responsibilities**

- Follow and promote safe systems of work and take reasonable care for the health and safety of yourself and of others who may be affected by your acts or omissions at work
- Act in a professional manner and uphold the Horniman's Code of Conduct
- Any other duties that may be required to ensure the effective running of the Horniman Retail & Admissions operations

Job activities may vary and evolve over time to meet business needs.

## **PERSON SPECIFICATION**

### **Education/qualifications**

- Good standard of general education and levels of literacy and numeracy (E)

## **Knowledge and experience**

- Good background experience in a visitor attraction, retail or similar customer service setting ( E)
- Experience of box office operations (D)
- Cash handling experience (E)
- Experience of using a computerised ticketing system (D)
- Basic IT (Microsoft Office) & EPOS knowledge in order to manage sales and stock control data and access the Horniman information system(D)
- Knowledge of Gift Aid and the ability to explain the legal requirements of Gift Aid to visitors (D)

## **Skills and abilities**

- Able to work co-operatively as part of a team and build effective working relationships (E)
- Strong interpersonal skills – effective communicator with customers, visitors and colleagues (E)
- Able to adopt a visitor and customer focus (E)
- Able to utilise selling and customer service skills to meet agreed targets (E)
- Able to work with accuracy and attention to detail (E)
- Ability to prioritise, make decisions and act on own initiative (D)

## **Personal attributes (all essential)**

- Passion for delivering good customer service
- Willingness to work flexibly to meet corporate objectives. Commitment to the Horniman's equality and diversity policies
- An empathy with the Horniman mission and an interest in its collections, exhibitions, activities and events
- Commitment to own learning and professional development
- Good standard of self-presentation to give a professional impression of the Horniman

## **Circumstances**

- Weekend and bank holiday working is a requirement of the role
- Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested. Availability to work some additional hours during peak times and holiday/sickness cover will be required
- The post includes light manual handling duties and moderate physical activity. A basic DBS disclosure check is required for this post.