**Job Description**

Job Title: Admissions Team Member

Reporting to: Guest Experience Department Managers and Team Leaders

Line Manager: Assistant Guest Experience Manager - Admissions

Salary: £12 per hour

Hours: 20 hours per week (Monday to Friday) or 8 hours per week (Saturday and Sunday)

Application Deadline: 21st February 2025

*This job description statement describes the general nature and level of work to be performed by the employee(s) assigned to this job title. It is not intended to be construed as an exhaustive list of all required responsibilities, duties and skills. The Beatles Story is open to revising this job description as necessary and will do so in consultation with the job holder at the appropriate time, ensuring your voice is heard*.

**THE PERKS**

* 30 days Holiday Annual Leave (pro-rata for part-time employees)
* A travel pass for local public transport: trains, buses, and ferries.
* Birthday Holiday after 12 months of service – “Today it’s your birthday!” incentive.
* Length of Service Benefit – additional days holiday for every five years of employment.
* Discounts in our Fab 4 Shops and Café’s
* Allocated complimentary tickets to the Exhibition for friends and family

**ROLE PURPOSE**

You will be an integral part of the Front of House Guest Experience Team and assist the Assistant Guest Experience Manager - Admissions in ensuring the day-to-day running of the department is to the highest standard. You will be a customer service champion, delivering excellent product knowledge and recommendations in an adaptable manner to ensure all visitors enjoy a premium quality guest-focused service. You will be friendly and approachable, and willing to embrace new ideas and go beyond customer expectations, inspiring unforgettable and unique moments that guests will treasure. You will support the Sales Function by maximising income generation activities, by upselling various product lines. You must be willing to learn about our collection and confident to give talks about the memorabilia and the history of the Beatles.

**STANDARDS OF SERVICE**

As an ambassador for the company, you will have a passion for delivering five-star customer service - you will be proactive, approachable, and guest focused, always ready to offer support, directions and assistance when needed. You will be visible at all times, maintaining a professional manner, you will engage with guests and respond to their needs by being able to answer a diverse range of questions and enquiries. You will be security conscious and alert, ensuring in depth knowledge and implementation of all company security procedures to safeguard both the exhibition and guests. This includes observation and reporting of any incidents.

**KEY RESPONSIBILITIES**

**Guest Experience**

* To ensure an excellent standard of customer service is delivered daily.
* To undertake all allocated tasks and responsibilities with professionalism and integrity.
* To be sensitive to customer complaints and queries in the first instance and know when it is appropriate to escalate the complaint to a manager.
* Demonstrate a positive presence by being alert and aware of our guests, presenting yourself to the highest standard and demonstrating that you are approachable.
* Ensure that all areas of the guests’ journey; Main Entrance, Welcome Area, Fab4Store, Fab4Café and the Discovery Zone are always presented to the highest possible standards ensuring cleanliness, tidiness, good presentation of visitor information, functionality of electronic elements and areas are fully stocked.
* Ensure income generation activities are maximised, by upselling products at purchase points.
* To strictly adhere to The Beatles Story cash handling procedures.
* To complete all daily checks, recognise and report faults in a timely manner.
* Be aware of commercial activities, products and offers, and promote these to our visitors.
* Respond efficiently and competently to any incidents or operational issues as they arise.
* Follow and comply with all health and safety, emergency and fire safety procedures and assist during emergency situations.
* Attend training courses, workshops and team meetings as necessary, and undertake one-to-one training as and when required in order to maintain agreed standards of guest welcome/services.
* Complete all necessary digital procedures and documentation promptly to keep up to date with any relevant changes to processes.
* Previous experience of delivering high quality service to others is desirable, but more importantly to us, is your friendly, confident and visitor focused disposition.

**Admissions**

* To work all areas in Admissions with confidence, ensuring you are engaging fully with guests and always delivering excellent customer service.
* To understand the key functions and expectations of each area and ensure that standards are delivered and maintained.
* To provide a warm and friendly welcome to everyone, you should be able to converse with guests proactively and confidently, either individually or as a group, ensuring that they get the most out of their experience.
* To develop and maintain an appropriate level of knowledge of the Exhibition’s collection, displays, objects and stories, and activities in order to assist guests get the most from their visit.
* To facilitate in the selling of tickets and guidebooks, and any other business initiatives. To ensure location data is captured correctly.
* To deal with enquiries and provide information over the telephone about products and services and to know when to pass the enquiry onto a manager.
* Regularly monitor the condition and cleanliness of front of house facilities, taking corrective action and/or reporting issues.
* To ensure familiarity with organisational procedures and follow them as required.
* To provide duty of care for the collection, facilities, and our guests, including assisting in fire evacuations and first aid once full training is provided.
* Complete all audio guide operational procedures every morning and evening, ensure guides are fully functioning, rebooted where necessary, reported and maintained to maximise their usage throughout the day.
* Know how to evaluate and respond sensitively to the specific needs of guests.
* You will have a passion for the band and desire to share your knowledge with the team and wider audience, demonstrated through a desire to partake in tours and pop-up talks about our collection, key events, or other areas of interest. Thus, ensuring that the Beatles legacy is brought to life in new, educational, and innovative ways.

**Performance**

* Actively partake in regular engagement meetings and annual performance reviews, offering a dialogue that shows a desire for personal development, ideas that can enhance the visitor experience, improve the building to ensure together we strive for operational and service excellence.
* Attend training courses, workshops, and team meetings to enhance development, skills and abilities.

**Operational Standards**

* To undertake and ensure compliance with the companies Health and Safety and Fire procedures.
* Take on the role of fire marshal to support in emergency and evacuation procedures.
* Ability to monitor visitor flow in order to efficiently minimise queues and prevent overcrowding. Ensuring that the various constraints on visitors, which are essential to the safekeeping of the property and its exhibits, are applied in a sympathetic manner.
* Ensure that all areas of the attraction are clean, safe, tidy and hazard free. Alert managers if there are faults/problems in a timely fashion.
* Ensure departmental daily checks are conducted and standards of service are maintained.
* To be security conscious and alert, ensuring in depth knowledge and implementation of all company security procedures to safeguard both the exhibition and guests.
* To operate electronic card transaction machines with the appropriate levels of skill and accuracy.
* Acquire a sound knowledge of the company and its collection so as to ensure all visitors receive appropriate welcome and are provided with accurate information.
* Ensure all areas are tidy prior to opening and throughout the day.

**Your Skills**

* You will be articulate and friendly and enjoy working in a busy, visitor-facing environment. Energy and reliability are key qualities to bring to the role as you will be required to showcase the company either on the door wearing a Pepper Jacket meeting and greeting guests, to talking to groups via a headset to ensure all info is conveyed efficiently.
* The working pattern is on a rota basis that can cover opens, closes and core hour shifts.
* Good knowledge and experience of providing premium customer service with demonstratable knowledge of this, ideally within a large visitor attraction, entertainment venue or retail store.
* Experience in operating EPOS and/or electronic ticketing systems
* Experience of achieving performance objectives, particularly with regards revenue generation.
* Ability to work effectively in a team with good leadership and motivational skills.
* Strong interpersonal skills with competence in building and maintaining effective working relationships at all levels of the organisation.
* Knowledge and passion for The Beatles and Liverpool.
* Excellent communication, customer service, communicating clearly and confidently to a diverse range of guests, staff, peers, and managers verbally and in writing.

**The role holder may be required to undertake any other appropriate duties as deemed necessary.**

**PERSON SPECIFICATION – Admissions Team Member**

**Note to Applicants: Essential requirements are marked with ‘E’. Desirable criteria are marked with ‘D’.**

| **CRITERIA** | **REQUIREMENTS**  | **METHODS OF ASSESSMENT** |
| --- | --- | --- |
| **Experience, Knowledge and Skills**  | Strong interpersonal and communication skills **(E)**Ability to engage with diverse audiences **(E)**Customer Focussed **(E)**Able to work under pressure in a fast-paced environment and deliver excellent customer service. **(E)**Works well within a team environment and strives to support and champion colleagues **(E)**A knowledge or willingness to learn about the Beatles and the history of Liverpool and to share that knowledge with others **(E)**Good time management skills **(E)**Adaptable and flexible **(E)**Able to take Management direction and feedback **(E)**Knowledge and/or experience of the following sector: Culture & Tourism. **(D)** Knowledge and /or experience of working with Health & Safety procedures **(D)**Knowledge and/ or experience of working with a Security mindset **(D)** | A, I A, IA, I A, I A, I A, IA, I A, IA, IA, IA, I |
| **Education/****Qualifications**  |  **N/A**  | A, I |

**Key to Assessment Methods: A – Application, P Presentation, I – Interview.**