**Job Description**

Job Title: Welcome Host at The Beatles Story

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)

Application Deadline: Tuesday 25th 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
* Allocated complimentary tickets to the Exhibition for friends and family

**ROLE PURPOSE**

We are seeking enthusiastic and engaging individuals to join our team as Welcome Hosts. In this exciting role, you will be the first point of contact for visitors from all around the world, creating a warm and unforgettable welcome to our award-winning attraction.

As a Welcome Host, you will deliver exceptional customer service, ensuring every visitor feels valued and welcome, bringing the magic of the 1960s to life through your passion and knowledge of The Beatles. Welcome Hosts will have the ability to interact with guests from diverse backgrounds, sharing an enthusiasm for their music and legacy and create unique and memorable experiences for each visitor.

**STANDARDS OF SERVICE**

As an ambassador for The Beatles Story, you will be passionate about delivering five-star customer service. You will be proactive, approachable, and guest-focused, always ready to provide support, directions, and assistance. You will create a magical and immersive start to each guest's journey through an energetic, character-driven presence, complete with 1960s-inspired attire (provided) and in-character interactions. In addition to ensuring a vibrant welcome, you will remain security-conscious and vigilant, with a thorough understanding of company security procedures to safeguard the exhibition and its visitors. This includes keen observation, prompt reporting of incidents, and a commitment to maintaining a safe and enjoyable environment for all.

**Key Responsibilities:**

As a Welcome Host, your role is pivotal in creating a memorable and magical first impression for all visitors. Your responsibilities are essential in setting the tone for the entire guest experience.

**1. Theatrical and Vibrant Welcome**

* **Engage Guests Enthusiastically**: Use a lively and theatrical approach to greet visitors, creating an unforgettable moment as they arrive.
* **Set the Tone**: Establish a warm and exciting atmosphere that reflects the spirit of The Beatles and the museum's iconic story.
* **Personalized Interaction**: Acknowledge individual visitors, families, VIPs, and groups, ensuring everyone feels personally welcomed.

**2. Immersive Character Interaction**

* **In-Character Engagement**: Embrace the role by dressing in 1960s-inspired attire provided by the company, adding an authentic touch to the experience and interact with guests in a manner fitting the period, particularly in the exhibition’s cavern space, to enhance the immersive storytelling.
* **Create Magical Moments**: Share Beatles-related anecdotes, use era-appropriate language, and invite visitors to join in the fun, such as singing or taking photos.
* **Tours & Showcasing:** We are willing to take small groups around the exhibition and provide information on key memorabilia when necessary.

**3. Queue Management and Organization**

* **Efficient Customer Flow Control**: Organize and provide visitors' with clear communication for online booking processes, ticketing kiosks, entry points, or queue lines.
* **Visitor Assistance**: Proactively help those in line by answering questions or providing directions.
* **Manage Expectations**: Keep guests informed about wait times and any necessary updates with a cheerful demeanour.

**4. Customer Engagement and Upselling**

* **Promote Experiences**: Highlight premium tickets, special exhibits, or gift shop and café offerings to enhance the visitor experience.
* **Engage in Conversation**: Share fun facts or anecdotes about The Beatles to entertain guests while they wait.

**5. Adaptability to Outdoor Conditions**

* **Weather Readiness**: Maintain energy and enthusiasm in all weather conditions, using appropriate attire and equipment as needed.
* **Problem-solving**: Swiftly and effectively address outdoor challenges, such as crowding, technical issues with kiosks, or visitor concerns.
* **Energy and Resilience**: Ability to work on your feet for extended periods and maintain enthusiasm throughout the day.

**6. Collaboration with the Team**

* **Seamless Coordination**: Your role is crucial in ensuring a smooth transition for museum guests, and your communication with the admissions team members is highly valued.
* **Supportive Role**: Assist team members with tasks like scanning tickets or providing additional support during busy times.
* **Collaboration**: Effectively collaborate with colleagues to ensure smooth operations and a seamless visitor experience. Assist the Marketing team in delivering our message via social media channels such as TikTok and Instagram to highlight the brand and activities within the museum.
* **Flexibility**: Your ability to adapt to varied tasks or schedules as required is a key aspect of this role, providing you with a dynamic and engaging work environment.

**7. Cultural Awareness**

* **Awareness** and respect for international and cultural differences, creating a welcoming environment for all.
* **Adaptability**: Flexibility in adjusting interactions to suit visitor backgrounds and expectations.

**8. Knowledge and Interest**

* **Passion for The Beatles**: Enthusiasm for the museum’s theme and exhibits, enabling the host to share insights and recommendations confidently.
* **Willingness to Learn**: I am open to acquiring in-depth knowledge about The Beatles’ history, museum exhibits, and upcoming events.

**9. Organisational and Problem-Solving Skills**

* **Queue Management**: Skill in efficiently organising and managing large groups and queues, especially during peak times.
* **Attention to Detail**: Ensuring smooth ticket scanning, accurate information sharing, and upselling opportunities.
* **Problem-solving**: Ability to address issues such as lost items, accessibility needs, or technical problems quickly and effectively.

**10. Technical Skills**

* **Ticketing Systems and Kiosks**: Proficiency in operating ticket scanners, self-service kiosks, and other museum technologies.
* **Audio Guide Familiarity**: Knowledge of managing and assisting with audio guides for visitor use.

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

**PERSON SPECIFICATION – Welcome Host**

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

| **CRITERIA** | **REQUIREMENTS** | **METHODS OF ASSESSMENT** |
| --- | --- | --- |
| **Experience, Knowledge and Skills** | Experience working as a performer or in a host role in which there was interaction with a diverse audience **(E)**  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)**  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. **(E)**  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, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I  A, I |
| **Education/**  **Qualifications** | Qualifications in the Performing Arts or Music are desirable but not essential. | A, I |

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