**Job Description**

Job Title: Admissions Welcome Team Member

Reporting to: Guest Experience Department Managers and Team Leaders

Line Manager: Assistant Guest Experience Manager - Admissions

Salary: £12.60 per hour

Hours: 20 hours per week (Monday to Friday) or 8 hours per week (Saturday and Sunday), depending on the role advertised.

Application Deadline: N/A

*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 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**

As an integral part of The Beatles Story team, you will contribute to the outstanding experience of our visitors, ensuring that every single one receives a warm welcome and a positive, lasting farewell. You will be a customer service champion, engaging with guests in a friendly, approachable, and knowledgeable manner. Whether managing queues, processing ticket sales or creating magical moments in the exhibition space, your role will involve delivering exceptional service with a focus on enhancing the overall guest experience, ensuring every visitor leaves with unforgettable memories of The Beatles Story.

**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 its guests. This includes observation and reporting of any incidents.

**KEY RESPONSIBILITIES**

**Guest Experience:**

* Provide an exceptional level of customer service, always prioritising guests' needs while maintaining a friendly and professional demeanour.
* Welcome and assist visitors in a lively and engaging manner, whether at the entrance, welcome area, or throughout the exhibition space.
* Greet and support group bookings, including overseas visitors, school groups, families, and guests with accessibility needs, ensuring they feel valued and accommodated.
* Anticipate and address guest queries with empathy and professionalism, ensuring every concern is handled promptly.
* Be well-versed in The Beatles' history, collections, and exhibits, and share this knowledge enthusiastically with visitors to enrich their experience.
* Proactively upsell products and services, such as tickets, guidebooks, and special exhibits, to enhance guest experiences and increase revenue.
* Manage guest flow effectively to ensure smooth transitions and minimise wait times, particularly during peak periods.
* Engage with visitors in a vibrant, theatrical manner, bringing the energy of the 1960s to life through interactive and in-character interactions.
* Use period-specific language, stories, and activities to recreate The Beatles’ journey for visitors vividly.
* Ensure that every guest feels personally welcomed, whether alone or in a group, thereby contributing to a lively and inviting atmosphere.
* Dress in character as and when requested by Management to fully immerse visitors in the experience, enhancing the atmosphere and creating an unforgettable welcome.

**Operations within the Admissions Department**

* Work across all key areas of Admissions, including the outside welcome space (in all weather conditions), the main entrance, kiosks, audio guide stations, and within the exhibition space as needed.
* Ensure all admissions to the exhibition are redeemed correctly via the kiosk and back-office systems. Highlighting any areas of concern immediately to a Duty Manager to be investigated, while not affecting the guest's positive experience on arrival.
* To ensure your allocated position is permanently staffed and that cover is arranged if you need to move to assist a guest.
* Be proactive in setting up equipment and reporting any faults or damages. This includes the audio guide counters, which should always be set up to full capacity in preparation for our guests.
* Adhere to all Health and Safety and Fire Safety procedures, including the role of fire marshal when necessary.
* Be vigilant about security, ensuring the protection of the exhibition, staff, and visitors at all times.
* Follow The Beatles Story Procedures for all aspects of your role.
* Collaborate effectively with team members and managers, providing assistance as needed during busy periods.
* Maintain the cleanliness and tidiness of the front-of-house areas, ensuring all facilities are safe, functional, and well-stocked.
* To continually strive to contribute to the company’s commercial success. Assisting in achieving financial targets and enhancing cost control.

**Performance**

* Participate in regular team meetings, feedback sessions, and one-to-one training to continually improve service standards.
* Participate in personal development activities, offering ideas to enhance the visitor experience and contribute to service excellence.

**Additional Requirements**

* You may be required to undertake other tasks as deemed necessary by management.
* Flexibility is key, with shifts being on a rota basis to cover various times, including weekends and holidays.
* We are a business that actively supports volunteering and community work placement programs. Occasionally, you will be asked to support these programs by partnering up with candidates and showcasing your role.

**Your Skills**

* You will be articulate, 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 in various ways. This may include wearing a Pepper Jacket to meet and greet guests at the door or speaking to groups via a headset to ensure all information is conveyed efficiently.
* The working pattern is on a rota basis, covering opens, closes, and core hour shifts.
* Proven knowledge and experience in delivering exceptional customer service, with a strong background, ideally in a high-traffic visitor attraction, entertainment venue, or retail store.
* Experience in operating EPOS and/or electronic ticketing systems
* Experience in achieving performance objectives, particularly in 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 and 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 Welcome Team Member**

**Note to Applicants: Essential requirements are denoted by the letter ‘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 in a positive manner (**E)**  Customer Focused with the ability to work in a fast-paced, visitor-facing environment**(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)**  Performing arts experience or similar background **(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** | **N/A** |  |

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