

Welcome Team Member

Job Description

Contract Type: Zero Hours – Casual

Hours: Variable – with a particular focus on requirement to be available on Bank Holidays, weekends and evenings.

Salary: £8.91 per hour - 18 years and over

Reporting to: Duty Manager / Department Manager or Team Leader

Our Story

It has been a long-term ambition of the British Racing Drivers' Club to tell the compelling story of the history and heritage of Silverstone, being first discussed as far back as 1971!

The project to create an educational centre for British motor sport began in 2012 with the charitable mission of bringing to the public a museum for the exhibition and preservation of artefacts, archives and collections of educational and historic value. All those involved in achieving this mission are delighted to see the Silverstone Interactive Museum open its doors in 2019.

The task of turning a former Second World War RAF hangar into a state-of-the-art 4000m visitor attraction has been filled with challenges. It has taken over seven years and cost in excess of £20million to create a home for the important BRDC archive, and a hub for motor sport fans and families to explore racing at Silverstone. Through support from the National Lottery Heritage Fund we have been able to preserve the historic building and protect the archive for the future.

Our charitable mission extends to inspiring the next generation of engineers and has won support from all aspects of the motor sport world, so the Silverstone Interactive Museum is filled with brilliant artefacts and objects that help tell the tale of motor sport at Silverstone in the most exciting way. A skilled team of archivists have worked for years to bring to life many untold and inspiring stories to entertain our visitors. Opening our doors to the public means we move into the next chapter of our story, and we look forward to welcoming all our visitors – from school groups to families and life-long motorsport fans – as they enjoy the Silverstone Interactive Museum (SIM).

Silverstone Heritage Ltd

Silverstone Interactive Museum, Silverstone Circuit, Northants, NN12 8TN

Tel: 01327 320 424 Email: enquiries@silverstonemuseum.co.uk

Website: www.silverstonemuseum.co.uk

Registration Number: RS007962

VAT No. GB 178 1741 84 Registered in England and Wales

Job Purpose

Our Welcome Team are the face of Silverstone Interactive Museum. The team is responsible for ensuring that all our visitors enjoy exceptional customer service from enthusiastic, helpful, knowledgeable and professional Museum Welcome Team members.

The post holder will be expected to strive to exceed the world class Customer Service Standards that underpin performance management within the organisation. Welcome Team Members are employed to work across a range of positions focusing on the welcome, assistance and direction of visitors inside and outside the Museum.

Duties

- Creating a positive and warm welcome for all visitors
- Actively listening to the needs of visitors and engaging with them to enhance their enjoyment, appreciation and understanding of SIM
- Taking pride in the appearance of SIM, seeing everything through the eyes of our visitors and questioning anything that would not meet the visitor's expectations
- Ensuring that all visitor areas are clean and well presented at all times, reporting faults or H&S/Security concerns to the Duty Manager or line manager
- Responding quickly and efficiently to all security issues and emergency and evacuation procedures by clearing and securing areas when necessary and ensuring the safety of visitors at all times
- Actively following all SHL policies with a particular focus on ensuring that Health and Safety is at the forefront of all we do
- Undertake any other duties as may be reasonably requested by your line manager

Operational Elements:

Welcome Desk

- Greeting visitors on arrival and directing them according to their needs
- Operating the Point of Sale ticketing system at The Welcome Desk or other relevant location including SIM Call Centre – checking in visitors, managing phone calls, emails and social media messages, selling tickets and other products
- Monitoring queue lengths at the entrance, ticket desk, cafe redirecting people where necessary
- Checking tickets, asking those in the queue to ensure they have their tickets ready, talking to those in the queue to ensure they are kept informed and happy, and generally using your initiative to reduce queues wherever possible
- Where applicable encouraging visitors to upgrade their tickets to an Annual Pass by opting for Gift Aid
- Where applicable supporting the commercial objectives of SIM by offering visitors Souvenir Guidebooks, Circuit Tours, Commercial Experiences or other retail products – selling is service

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- Maintain accurate records relating to lost property, and act as contact point for customers and staff looking for their lost items
- Checking visitors into the Starting Grid/End Show according to their timed ticket, preparing them for admission and controlling the start of the show following the Standard Operating Procedure
- Controlling the exit to the Heritage Track Trail and ensuring that visitors are given an appropriate safety briefing
- Working alongside and assisting Volunteers as they deliver front of house activities
- Assisting in the delivery of tours, group visits, educational and corporate events including meetings and conferences
- Collect visitor data on behalf of SIM as required

Retail and Commercial Operations

- Selling retail products using the retail EPOS systems, including the Commercial Photography offer, and other products/services to visitors
- Assisting visitors with any queries relating to retail products, general enquiries or any further information they may require
- Merchandising, display, care, cleaning and rotation of stock – including manual handling
- Operating a till with due regard to correctly following cash handling procedures and profit protection
- Handling cash and other forms of payment including EFTPOS, credit card and foreign currency
- Controlling stock, picking, moving stock from the store room to the retail shop and vice versa
- Preparing draft stock re-orders and customer orders as appropriate
- Maintaining the clean and well-presented appearance of all work areas, storage areas, till points and public areas of the retail operation
- Assisting in the preparation of promotions and displays
- Actively participate in the running of the shop and its environment
- Assist in the delivery of group visits, educational and corporate events

Museum Stewarding

- Welcoming and checking visitors according to their timed ticket OR wrist band. Preparing them for admission to the Starting Grid and controlling this interactive by following the Standard Operating Procedure
- Welcoming and checking visitors timed tickets OR wrist bands for the Heritage Track Trail. Controlling the exit to the Heritage Track Trail and ensuring that visitors are given an appropriate safety briefing. Ensuring that non-museum ticket holders are not given access the Heritage Track Trail and are encouraged and signposted to the Welcome Desk to purchase an admission ticket.
- Welcoming visitors at the other key museum locations and engaging with and assisting visitors as and when required on the associated interactives.

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- Marshalling visitors into the Ultimate Lap (End Show) at the relevant time and relaying key visitor messages prior to entry. When relevant controlling the start of the show following the Standard Operating Procedure.
- Assisting visitors with any questions regarding the museum layout and facilities. Dealing with any questions regarding exhibits and any key museum visitor related products in a customer focused manner. Where appropriate seeking assistance from the Duty Manager and / or another staff member if the answer to a visitor question is unknown.
- Acting as the 'eyes and ears' within the museum and reporting any issues &/or incidents to the Duty Manager
- Working alongside and assisting Volunteer Welcome Team Members within the museum
- Assisting in the delivery of tours, group visits, educational and corporate events including meetings and conferences
- Collect visitor data on behalf of SIM in line with GDPR as and when required

Practical Requirements

This role requires the post holder to work on a rota, which may include regular weekends, occasional evenings and Bank Holidays

This role may require the post holder to on occasion work early mornings and late nights and includes outdoor working, across all seasons

Attend daily briefing sessions on time and ready to start

Attend training sessions as required

Ensure own punctuality, attendance and personal appearance meets the required standard, including wearing uniform as provided by SIM

Be flexible and adaptable in the undertaking of any other related duties

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Person Specification

Selection Criteria	Essential (E) Or Desirable (D)	Where Evidenced Application (A) Interview (I) Reference (R)
Qualifications		
A good level of general education	E	A
First Aid at Work qualification	D	A
Ability to speak a foreign language	D	A/I
Experience, Knowledge and Skills		
A proactive, approachable individual with a genuine interest in delivering outstanding customer care and service	E	A
The ability to build relationships with our broad range of visitors and gauge their needs and level of interest in a timely and professional manner	E	A/I
Experience of working in a fast paced customer facing environment	D	A/I
An understanding of the importance of sales, including the ability to proactively introduce visitors to additional products or services and maximise revenue	E	A/I
A proven ability to work effectively as part of a team and to establish excellent professional relationships with colleagues across the wider organisation	E	A/I
Outstanding communication and customer service skills	E	A/I
Displays full range of knowledge about the role of SIM and the key elements of the history and story of Silverstone Circuit and British motorsport	E	A/I
Able to follow procedures in emergencies; be proactive, with the ability to react to evolving situations and be led by management and other colleagues	E	I
Flexible and adaptable approach to work and a commitment to best practice working – especially under high pressure situations	E	I
An interest in the history of Silverstone and the mission of SIM	D	I

Essential Requirements are those, without which, a candidate would not be able to do the job.

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Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

To apply please send a covering letter with your CV to recruitment@silverstonemuseum.co.uk

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