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| <b>Post</b>         | <b>Visitor Experience Manager</b>                                    |
| <b>Reporting to</b> | Director of Visitor Experience                                       |
| <b>Dated</b>        | September 2026                                                       |
| <b>Salary range</b> | <b>£30,000 gross pa.</b>                                             |
| <b>Status</b>       | Full time.37.5 hours. Hours include weekends/Bank Holidays/evenings. |

## Purpose of the role

The Visitor Experience Manager is responsible for shaping and delivering an exceptional visitor experience at Firstsite, ensuring every visitor feels welcomed, engaged and inspired. The role supports the development of the Visitor Experience operation, creating the standards, culture and approaches that enable the team to deliver consistently excellent experiences across the building.

The post holder will directly lead and develop the Duty Manager team and will oversee the development of the wider Visitor Experience team and volunteer programme, workforce planning, operational standards, visitor engagement and commercial performance, ensuring these work together to support Firstsite's artistic programme and organisational ambitions.

Working collaboratively across Firstsite, the Visitor Experience Manager will champion the visitor perspective, using feedback, audience insight and creative ideas to improve how people experience and engage with the building, exhibitions and programme. The post holder will lead by example, fostering a positive, inclusive and proactive culture in which staff and volunteers feel valued, supported and empowered to deliver an outstanding visitor experience.

## Our Culture

### OUR VISION IS: 'MAKING ART MATTER'

Our mission is to ensure art and creativity are valued for their integral role in shaping a happy and healthy society for everyone. We do this by championing creativity as a catalyst for positive change in society, celebrating everyone's imaginations as places to shape a better future and demonstrating the impact of art and galleries at the centre of everyday life.

We collaborate with people where, together, we can have the most impact and we share the results of our work with diverse audiences to influence change. We do this in three places: in our award-winning gallery, reflecting our radical region and digitally with audiences around the world. In order to do this well we have four values that help us do what we do, to the best of our abilities:

**Creative** – we are an art gallery! Everything we do, we aim to do creatively and in ways that surprise and delight our audiences, communities and ourselves.

**Inclusive** – we continuously and actively seek to identify and remove barriers to everything we do and who we do it with to ensure it is available to those who we prioritise and who seek to share what we do.

**Agile** – we actively seek involvement, feedback and information from our audiences and communities – especially those we prioritise - to inform what we do, how we do it and how we can improve each time we do it.

**Responsible** – We need to lead by example and take responsibility for doing what we do with integrity, care and urgency. This includes taking responsibility for each other as a team, being responsible for our audiences and communities and taking responsibility for our local environment and the planet.

## Person specification

### Essential Experience

- Proven experience of leading and developing a customer-facing team, including supervisors, team leaders or Duty Managers.
- Experience of managing and developing volunteers.
- Experience within a visitor attraction, museum, gallery, heritage, hospitality, cultural or similar environment.
- Strong experience of delivering excellent customer service.
- Experience of workforce planning, rotas and operational management.
- Experience of supporting events and/or venue hire.

- Experience of visitor sales, cash handling and/or EPOS systems.
- Experience of working within health and safety and safeguarding procedures.
- Experience of working within agreed budgets or financial targets.
- Experience of retail, ticketing, membership or CRM systems.

#### **Desirable Experience**

- Experience within an arts, cultural or heritage organisation.
- Experience of developing visitor engagement or activation activity.

#### **Skills & Abilities**

- Strong leadership and people-management skills, with the ability to lead through Duty Managers.
- Excellent customer service and communication skills.
- Strong organisational and time-management skills.
- Excellent problem-solving skills and a practical, solutions-focused approach.
- Ability to work calmly and effectively under pressure.
- Good commercial awareness and financial understanding.
- Confident using IT, CRM, ticketing and other operational systems.
- Strong attention to detail and ability to prioritise competing demands.
- A positive, flexible and proactive approach.

#### **Personal Qualities**

- Approachable, confident and positive.
- Leads by example and motivates others.
- Collaborative and supportive.
- Commercially aware while remaining focused on the visitor.
- Committed to continuous improvement.
- Enthusiastic about Firstsite, the arts and its role within the community
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### **Key Responsibilities**

#### **1. Visitor Experience & Engagement**

- Lead and continuously improve the visitor experience at Firstsite, maintaining high standards of welcome, customer service, presentation and engagement.
- Support the Director of Visitor Experience in developing and delivering Firstsite's Visitor Experience Strategy, translating its priorities into effective practice across the Visitor Experience team.
- Develop and deliver visitor activations and engagement initiatives that encourage participation and interaction with exhibitions and the building, working with Duty Managers and the wider team to deliver them effectively.
- Oversee the delivery of Firstsite's visitor evaluation and feedback activity within Visitor Experience, including working with Duty Managers and the Visitor Experience team to achieve survey targets. Work with the Data and Evaluation Coordinator and Director of Visitor Experience to gather and use insight from surveys, visitor feedback and Firstsite's developing creativity test to inform and improve the visitor experience.
- Ensure Duty Managers and their teams are equipped with the information and support needed to deliver a consistent and engaging visitor experience.
- Work collaboratively across Firstsite to ensure the Visitor Experience operation supports exhibitions, programmes and wider organisational objectives.

#### **2. People & Volunteer Management**

- Directly manage, lead and develop the Duty Manager team, providing coaching, feedback and performance management, and establishing clear standards and processes to ensure Duty Managers have the knowledge,

skills and confidence to lead their team, including volunteers, effectively.

- Oversee standards and performance across the Visitor Experience team through the Duty Managers, identifying areas for improvement and ensuring agreed actions are followed through, while promoting a positive, inclusive and collaborative working culture.
- Lead and oversee Firstsite's Visitor Experience volunteer programme, developing its strategy, structure and roles and setting the approach to recruitment, induction, training, engagement, development and deployment. Work with Duty Managers to ensure volunteers are appropriately supported and deployed across front-of-house, exhibitions, events and other activities.
- Support colleagues across Firstsite with the recruitment and management of volunteers in other areas of the organisation, with the relevant Department Head retaining overall responsibility for those volunteers.

### **3. Operations & Workforce Planning**

- Set clear operational standards and procedures for opening, daily operation and closing, working with Duty Managers to ensure these are consistently implemented and appropriate staffing levels are maintained across box office, foyer café, retail, exhibitions, cinema, events and venue hires. Ensure Duty Manager cover is maintained and act as Duty Manager when required.
- Oversee the effective operation and resourcing of the Visitor Experience service, working with Duty Managers and relevant colleagues to address facilities, security and operational issues and ensure the building and visitor-facing areas are consistently maintained to the required standard.

### **4. Commercial, Retail & Events**

- Support the achievement of Firstsite's commercial and income objectives through the effective management of visitor sales, memberships, donations, retail and hospitality activities and other income-generating activity.
- Ensure Duty Managers and their teams are appropriately trained and confident in selling tickets and memberships and using Firstsite's ticketing and CRM systems to process transactions and support visitors.
- Oversee the effective use and development of Firstsite's ticketing, CRM and EPOS systems within Visitor Experience, ensuring appropriate processes, training and support are in place.
- Ensure retail, the foyer café and other commercial visitor-facing areas are well presented and support opportunities to increase income and visitor engagement.
- Oversee the Visitor Experience staffing and operational requirements for events, venue hires and out-of-hours activity, ensuring Duty Managers are equipped to deliver these effectively.
- Ensure appropriate cash, stock and financial procedures are followed and contribute to relevant financial and performance reporting.

### **5. Safety, Compliance & Continuous Improvement**

- Oversee compliance within Visitor Experience with Firstsite's health and safety, safeguarding, security and emergency procedures, including appropriate First Aid and Fire Marshal provision.
- Ensure incidents, accidents and risks are appropriately recorded, reported and addressed, and that Duty Managers and the wider team understand their responsibilities.
- Support appropriate risk assessments, safe working practices and front-of-house security arrangements, working with relevant operational colleagues.
- Ensure relevant policies, including GDPR and safeguarding are understood and followed by the Visitor Experience team.

### **General**

- Work in accordance with all Firstsite procedures (e.g. First Aid, Fire) and attend training and meetings when required.
- Demonstrate an understanding of and commitment to the role that diversity and inclusion play in the activities of Firstsite.
- Undertake any other duties as required as part of the post.

In return for your hard work and dedication you'll enjoy a wide range of benefits including:

- 25 days annual leave plus bank holidays per annum
- Contributory pension scheme (conditions apply)
- Tailored training and development opportunities
- Employee assistance confidential helpline
- Staff discount on some purchases from the onsite café and shop