



## Job Description and Person Specification

### Visitor Experience Manager

Position: Visitor Experience Manager

Reports to: General Manager

Contract: Permanent, Part time, 3-4 days per week including weekends

Location: Oxford Street

Salary: Competitive

### Context

A fantastic opportunity has arisen for the Visitor Experience Manager to join our team at Twist Museum - a trailblazing concept that marries deep immersive experiences with education, incorporating elements of the most successful visitor attractions, from science, technology and learning to fun escapism.

Focusing on the mind, with perception bending displays that help explain how we see and understand the world, our audience will be those interested in a fun and educational approach to appreciating our mind with young people and families alike enjoying the high-design concept.

The Visitor Experience Manager will play a key role in ensuring outstanding customer experiences and fostering a motivated, high-performing team of Visitor Experience Assistants.

### The way you see things

The way you see things and explain them, and help visitors look at things differently will make their experience with us. It ensures that every interaction makes people look and think again about the world around us.

While we present illusions, we hope it will prompt our visitors to look at things differently, and to explore the science behind what they see.

This role is central to delivering our vision to visitors and we do this through working to our shared values.

### Extraordinary Experience

We prioritise the visitor journey from start to finish, ensuring every interaction is meaningful and memorable. By embracing creativity, we enhance the customer experience and celebrate the power of personal stories to delight and engage. Our goal is to consistently inspire that "Wow!" moment, leaving our visitors eager to return.

### Enchanting Surprise

We are dedicated to creating remarkable experiences that captivate and engage our visitors. By embracing innovation and a forward-thinking approach, we strive to consistently astonish both our audiences and ourselves with imaginative illusions that leave a lasting impression.

### Engaging Learning

We believe that learning is an enjoyable experience. Our museum spaces blend science and education in engaging ways, making exploration fun and interactive. By bringing the science and philosophy of perception and illusion to life, we encourage active learning through hands-on experiences.



## About the Role

The Visitor Experience Manager is responsible for the day-to-day management of the Visitor Experience team, ensuring exceptional visitor interactions while maintaining operational efficiency. This is a hands-on role requiring strong leadership, operational oversight, and a passion for delivering memorable customer experiences.

## Key Responsibilities

### Visitor Experience

- Oversee the delivery of an exceptional visitor experience, ensuring VEAs consistently provide warm, engaging, and informative service.
- Handle visitor feedback, complaints, and access requirements as the primary point of contact.
- Monitor and manage visitor flow to maintain a seamless experience.
- Lead and support special functions, guided tours, workshops, and events.
- Handle visitor enquiries, ensuring prompt and professional communication.
- Carry out frontline tasks as needed to support daily operations.

### Team Leadership and Development

- Manage the recruitment, onboarding, and training of VEAs, ensuring they are well-equipped to deliver excellent service.
- Conduct regular team briefings, appraisals, and performance reviews to foster a culture of motivation and continuous improvement.
- Promote staff morale by creating an inclusive, supportive, and positive working environment.
- Develop and implement staffing schedules to optimize coverage and service quality.
- Develop and deliver VEAs training.

### Operational Management

- Ensure compliance with health and safety policies, emergency procedures, and risk management protocols.
- Maintain a high standard of cleanliness, organisation, and safety across the venue.
- Collaborate with the General Manager to monitor and enhance operational policies and procedures.
- Act as Duty Manager on a rota basis, handling day-to-day operational queries and issues.
- Assist in maintaining efficient, budget-conscious operations.

### Retail and Revenue

- Support retail operations by training VEAs on product knowledge and effective sales techniques.
- Monitor and manage stock levels, ensuring merchandise is well-presented and revenue opportunities are maximised.
- Lead staff in engaging visitors to drive ticket sales and secondary revenue.
- Boost visitor feedback and online interaction to raise the museum's visibility.

### Administration and Reporting

- Provide regular updates and reports to the General Manager regarding team performance, visitor feedback, and operational challenges.
- Contribute to the development of business strategies and visitor engagement initiatives.
- Organise staff schedules, allocate duties, and manage associated administrative responsibilities.
- Support bookkeeping and contribute to wider reporting.



## Person Specification

### Experience

- Proven track record in delivering outstanding customer experiences in a retail, cultural, or leisure environment.
- Experience in leading, motivating, and managing teams, preferably in a visitor attraction or hospitality setting.
- Familiarity with cash handling and EPOS systems.
- Previous experience with events management or visitor programming is advantageous.

### Skills and Competencies

- Excellent communication and interpersonal skills.
- Strong leadership and motivational abilities.
- Highly organized with effective time management skills.
- Problem-solving and conflict resolution expertise.
- Proficient in Microsoft Office and able to adapt to bespoke operational software.

### Attributes

- Passionate about delivering exceptional customer service.
- A positive and proactive approach to challenges.
- Flexible to work weekends, evenings, and holidays as needed.
- Commitment to fostering a safe, inclusive, and engaging visitor environment.

## How to apply

We are committed to equal opportunities and diversity therefore all qualified applicants will receive equal consideration for employment.

Applicants are invited to apply in confidence by submitting a CV together with a covering letter indicating how their knowledge and experience match those specified.

Please email your application, in confidence, to: Tomasz [gm@twistmuseum.com](mailto:gm@twistmuseum.com).

Please don't hesitate to email in advance of your application with any queries or requests for further details.

NO AGENCIES PLEASE