



Job Description and Person Specification

Assistant General Manager

Position: Assistant General Manager
Reports to: General Manager
Contract: Permanent, Full Time
Location: Oxford Street
Salary: Competitive

Context

A fantastic opportunity has arisen for Assistant General Manager to join our team at Twist Museum - a trailblazing concept that marries deep immersive experiences with the education of a museum, 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 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.

Role overview

The Assistant General Manager will support the General Manager and wider business in delivering operational excellence, commercial performance and an outstanding visitor experience at Twist Museum. The role provides hands-on leadership across front-of-house operations, retail, team management, compliance, administration, schools and events.

The Assistant General Manager will help ensure high standards of safety, service and visitor engagement, support and develop the team, and deputise for the General Manager when required.

Key Responsibilities

1. Operational Leadership

- Support and deputise for the General Manager in the day-to-day running of the museum.
- Act as Duty Manager; manage the management and frontline rotas, VEA allocations, daily briefings and absence cover.
- Maintain a safe, inclusive and high-quality visitor experience, including visitor flow and ticket-slot capacity.
- Resolve day-to-day operational issues, including AV and till troubleshooting.
- Oversee cleanliness, cleaning and security communication, and support events and food safety.
- Monitor the customer service inbox and maintain professional guest communication.

2. Team Management & HR

- Support recruitment, onboarding, training and development of VEAs, Supervisors and Managers.
- Lead and develop the management team, modelling Twist's values and a positive team culture.
- Maintain attendance and staff records, monitor BrightHR and submit payroll information to HR.
- Deal with HR matters, liaise with external HR advisors when required.
- Conduct and document discussions, investigations and disciplinary processes.
- Delegate projects and provide feedback to department heads.

3. Health, Safety, Safeguarding & Compliance

- Lead visitor service standards, resolve complaints and coach staff on engagement.
- Maintain safeguarding processes and raise concerns appropriately.
- Assist the General Manager and Head Office with risk assessments, policies, SOPs and health and safety procedures.
- Manage first-aid supplies, act as a qualified First Aider and maintain a Personal Licence.
- Coordinate fire-alarm, fire-extinguisher and emergency-lighting checks.
- Record, report and follow up incidents and accidents.

4. Commercial, Retail & Office Operations

- Support admissions, schools and groups income, retail sales and private-hire revenue.
- Set retail goals and manage merchandising, sourcing, procurement, stock takes, EPOS inventory and reporting.
- Support retail customer service, training, upselling and experiential retail.
- Manage office operations, including office supplies and consumables.

5. Maintenance, Reporting & Administration

- Assist the General Manager and Head Office with maintenance, repairs, contractors, SLAs and damage reporting.
- Produce clear, accurate and timely regular and ad hoc operational reports, presenting findings to the senior leadership team where required.

6. Schools, Groups & Events

- Manage schools sales and education bookings, including payments, records, Accounts communication and relationships with schools and group organisers.
- Support the development of Twist's educational offer.
- Assist with school visits, group bookings and private-hire events.



Person Specification

1. Experience:

- Management experience in a visitor attraction, retail, hospitality, cultural or similar public-facing venue.
- Experience leading teams and managing rotas, attendance, recruitment and onboarding.
- Experience of retail, ticketing, EPOS, stock control or reporting is desirable.
- Working knowledge of health and safety, safeguarding and operational compliance.

2. Skills and Competencies:

- Strong communication, leadership, organisation and time-management skills.
- Calm, practical decision-making in a busy environment.
- Commercial awareness and confidence using scheduling, HR, ticketing, EPOS and reporting systems.

3. Attributes:

- Hands-on, supportive and accountable leadership style.
- Reliable, adaptable and confident deputising for the General Manager.
- Passionate about Twist's mission, making learning engaging and delivering exceptional visitor experiences.
- Committed to continuous improvement, teamwork and inclusivity.

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 Andrzejczak, 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