Head of Visitor Experience

**Salary:**
£42,149-£53,348

**Contract:**
Permanent

**Location:**
Cambridge

**Department:**
Fitzwilliam Museum

**Responsible to:**
Deputy Director, Engagement & Partnerships

**Working Pattern:**
Full Time

**Purpose of the role**

With an established reputation for excellence both nationally and internationally, the Fitzwilliam Museum is proud of its achievements as one of the leading university museums in the world. We want to match our reputation for excellence in research, collections and learning with all aspects of the visitor experience and welcome by putting the visitor at the heart of everything we do.

To support us in developing and delivering the highest possible standards for our visitors and other users, we are pleased to announce an exciting opportunity to join us as our Head of Visitor Experience. This is a vital new post, to take forward our ongoing agenda in continuous improvement of the visitor experience.

Our Visitor Experience team is continually evolving to enable it to meet and exceed the needs and expectations of our visitors. You would be joining us too at what is an exciting and dynamic time for the Museum with the re-opening of five refurbished galleries in Spring 2023, and a diverse range of exhibitions and programmes of activity that are taking place alongside our existing collections across all of our sites.

The Head of Visitor Experience leads the largest staff team of the Museum, the 50+ Visitor Hosts and team leaders who are required for the Museum to open to the public. They also manage the events team which is responsible for all out of hours functions and location photography and film shoots and they have responsibility for the day-to-day management and oversight of the Museum’s catering contract and franchise holder. They are responsible for the experience of the Museum’s 300,000 to 500,000 visitors each year, adding value to each visit by delivering an excellent visitor welcome and ensuring visitors are encouraged and motivated to make the most of their visit, to recommend the Museum to others and to return.

The Fitzwilliam Museum adopted a new mission and vision in 2020 and has embarked on an ambitious programme of transformation and change across the museum. The Head of Visitor Experience will be expected to lead on change in their area, which may include changes to their role and to the department.
Key Responsibilities

In this role you will:

• Lead the strategic development and delivery of outstanding visitor experiences and standards of service across the Fitzwilliam Museum, ensuring best practice in the team’s engagement with visitors and putting visitor need and expectations at the core of all activity.

• Maximise revenue generating opportunities from visitors and from out of hours events and functions

• Provide support and advice to other University of Cambridge Museum sites looking to improve their visitor experience and standards

• Ensure the strategic deployment of the museum’s CRM and Ticketing system by the Visitor Experience team, maximising the museum’s knowledge and understanding of its audiences

• Ensure the highest standard of service are provided by our catering, retail and other commercial partners, and that visitor spend and satisfaction are maximised.

Leadership

• To lead, manage and develop a visitor experience, box office and events team that provides a service which is characterised by innovation, quality and continual improvement, setting targets, establishing systems and measuring progress towards our visitor experience and events objectives, ensuring high performance and the delivery of quality outcomes.

Championing and delivering excellent and inclusive visitor experience

• Take an active role in the Engagement and Partnerships Division and management team and the Museum’s Senior Management Team supporting organisational wide goals and team development across the directorate, and being the Visitor Experience advocate at senior level

• Ensure effective liaison with Learning, Exhibitions and Displays, Operations, Collections & Research and commercial partners to ensure a seamless experience for all visitors to the Fitzwilliam Museum.

• Provide leadership on visitor experience and events management across the Museum and its many collaborations with partners, suppliers and service providers

• Deliver a rich, joined up and impactful end to end customer journey for all visitors and users regardless of purpose, motivation or type of visit.
# Person Specification

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<tr>
<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Education</strong></td>
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<td>Degree or postgraduate degree, or other relevant experience</td>
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<td>Post-graduate training and qualification in hospitality, venue or events management, or equivalent experience.</td>
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<td><strong>Skills</strong></td>
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<td>A collaborative management style that will both achieve objectives and develop good working relationships with colleagues and external contacts.</td>
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<td>Ability to handle visitor feedback and / or complaints with ease and authority, assessing situations using discretion and judgement to find solutions to problems.</td>
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<td>A proactive approach to promoting the principles of equality and diversity in relation to visitors’ needs.</td>
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<td><strong>Experience</strong></td>
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<td>An up-to-date knowledge of best practice in the effective delivery of front of house services which meet the needs of the widest possible range of customers</td>
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<td>A track record of success in leading and directing a large public facing team within an arts/heritage/visitor attraction or commercial/customer facing environment</td>
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<td>A proven understanding of how to improve quality and performance in service delivery</td>
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<td>Experience of compiling and effectively managing significant budgets</td>
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<td><strong>Interpersonal &amp; communication skills</strong></td>
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<td>Diplomatic, and experienced in dealing with influential stakeholders</td>
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<td>Highly skilled influencer and negotiator</td>
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<td>Excellent interpersonal skills and ability to work with people from all backgrounds.</td>
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<td>Outstanding written, visual and oral communication skills for a range of audiences</td>
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<td><strong>Additional Requirements</strong></td>
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<td>Ability to use CRM systems, interpreting and reporting data and presenting results.</td>
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<td>Leader and motivator, creative and innovative</td>
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Behavioural Attributes

This section summarises the behavioural attributes (or competencies) that we expect the role holder to be able to demonstrate, at what level and whether this is an essential or desirable requirement. Full definitions are at: https://www.hr.admin.cam.ac.uk/policies-procedures/behavioural-attributes

Please review these and provide specific examples in your application of how you have demonstrated these attributes in your work, education or other experience. It will assist your application if you explain the situation, what you did and what the outcomes were.

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<thead>
<tr>
<th>Attribute</th>
<th>Level</th>
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<tr>
<td>Valuing Diversity</td>
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<tr>
<td>Achieving Results</td>
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<tr>
<td>Communication</td>
<td>B</td>
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<tr>
<td>Innovation and Change</td>
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<tr>
<td>Negotiating and Influencing</td>
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<tr>
<td>People Development</td>
<td>B</td>
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<tr>
<td>Relationship Building</td>
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<tr>
<td>Strategic Focus</td>
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Professional Services Values

Developed by professional services staff, our values underpin everything we do. By living the values in the work we do, we hope to foster an environment where staff feel empowered. The values encourage staff to; work together and share skills to create a sense of community, act with integrity, take an inclusive and fair approach and develop honest and open relationships that are underpinned by our shared values. We encourage applicants to consider these values within their application.
The Fitzwilliam Museum was founded in 1816 and opened to the public in 1848. Today, it houses over half a million artworks and objects, spanning over ten thousand years, principally from Europe, North Africa and Asia. The Museum has an international reputation for excellence in research, exhibitions, learning and public engagement. As well as being the principal museum of the University of Cambridge, the Fitzwilliam is one of the largest cultural providers in the region, welcoming between 350,000 and 450,000 visitors a year, pre-COVID. It is also the lead partner of the University of Cambridge Museums (UCM), the Arts Council National Portfolio Organisation consortium of the University Museums and the Botanic Garden.

About the Visitor Experience Team

The Visitor Experience team are part of the Engagement & Partnerships division of the Fitzwilliam Museum. This division also includes the Learning team, Communications and External Affairs and the University of Cambridge Museums (UCM) team.

The Head of Visitor Experience leads the largest staff team of the Museum, the 50+ Visitor Hosts and team leaders who are required for the Museum to open to the public. They are responsible for the experience of the Museum’s 300,000 to 500,000 visitors each year, adding value to each visit by delivering an excellent visitor welcome and ensuring visitors are encouraged and motivated to make the most of their visit, to recommend the Museum to others and to return.
Terms of Appointment

Tenure and probation
Appointment will be made on a permanent basis.

Appointments will be subject to satisfactory completion of a 9-month probationary period.

Hours of Work and Working Pattern
The hours of work for the position are 37 hours per week, working Monday – Friday.

Pension
You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a hybrid pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk.

Annual leave
Full time employees are entitled to annual paid leave of 41 days inclusive of public holidays. For new part-time employees, annual leave will be pro rata’d based on days worked.

General information

Pre-employment checks
We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

Health declaration
Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

Qualifications
The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

References
Offers of appointment will be subject to the receipt of satisfactory references.

Screening Checks:
This role requires a basic Disclosure and Barring Service (DBS) Check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this/these check(s); whether an outcome is satisfactory will be determined by the University. The nature of this role means that the successful candidate will also need to undergo a health assessment.

Equality and Diversity
We particularly encourage women and/or candidates from a Black, Asian and Minority Ethnic background to apply for this vacancy as they are currently under-represented at this level within our University.
(Please see relevant guidance before inclusion: https://www.hr.admin.cam.ac.uk/recruitment/equality-law-and-recruitment/exceptions-equality-law/positive-action)

Information if you have a disability
The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment.

Information for disabled applicants is available at http://www.admin.cam.ac.uk/offices/hr/staff/disabled/

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements
The University

The University of Cambridge is one of the world’s oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world’s leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

Our capital investment projects include academic and commercial growth at both the West Cambridge Innovation District, and the Biomedical Campus in the south of the city. Eddington, in North West Cambridge, is a mixed-use development including key worker housing for staff, a community centre and a new primary school, managed by the University.

Through these projects, the University is deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

Our mission is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. Our core values are:

- freedom of thought and expression; and
- freedom from discrimination.
About Us

The University is one of the world’s leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country’s highest concentrations of internationally important collections.

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany’s Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University’s make-up.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

Stephen Toope, Vice Chancellor 2019
Working at the University

Working at Cambridge you will join a diverse, talented and innovative community, with more than 23,000 students and over 16,000 staff from all walks of life and corners of the world.

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University’s estate is undergoing the most significant transformation in its history. Cambridge has been able to create a science and technology campus to the west of the city centre, and is expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.

Equality & diversity
The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women’s Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here: http://www.equality.admin.cam.ac.uk/

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University’s silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.
Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

If you prefer the faster pace of life, London is a 45 minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

Relocation Support
The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit https://www.accommodation.cam.ac.uk/RelocationService/. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge.

Accommodation Service
The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit https://www.accommodation.cam.ac.uk/
What Cambridge can offer

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a career break scheme for academic and academic-related staff, with additional flexible working policies for all other staff.

Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.

CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.
What Cambridge can offer

**Family-friendly policies**

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

- Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here: [https://www.childcare.admin.cam.ac.uk/](https://www.childcare.admin.cam.ac.uk/)

**Your wellbeing**

The University’s Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the Cambridge Festival, which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

**Development opportunities**

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.
How to apply

Applications should be submitted online via the University of Cambridge jobs page www.jobs.cam.ac.uk by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:
Kate Carreno, via Martyne Traher

Email: mlt49@cam.ac.uk
If you have any queries regarding the application process please contact hr@fitzmuseum.cam.ac.uk

The closing date for applications is: midnight, Sunday 24 July 2022
The interview date for the role is: Friday, 5 August