



Royal Albert Hall

JOB DESCRIPTION

Role: Senior Visitor Experience Manager

Location: Royal Albert Hall

Salary: £40,000 - £43,000 per annum

Reports to: Director of Visitor Experience

Direct reports: Three subordinates

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

PURPOSE OF THE ROLE

The Royal Albert Hall hosts circa 400 in person events each year including rock, pop and classical music concerts, opera, ballet, circus, sport, award ceremonies, conferences and banquets. Over 1.7 million people visit the Hall each year for performances, events and tours. The Royal Albert Hall is a registered charity with a purpose to promote the Arts and Sciences and to preserve and enhance our Grade 1 listed building. The Hall does not receive any regular Arts Council or government funding therefore our ability to create maximum public benefit in fulfilment of our charitable objectives relies on a well-run, commercially successful business model.



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The Visitor Experience team consists of the Tours, Retail and Merchandise functions and is part of the wider Visitor Experience directorate, which works to grow and diversify audiences; generating income to support the Hall's work and create inspiring and engaging experiences for anyone who visits. You will be an innovative, inspiring and inclusive leader, who develops good working relationships with internal teams and external stakeholders to ensure your team consistently deliver high level of customer experience and brand fitting, profitable products, in accordance with the Hall's vision and values.

KEY OBJECTIVES AND RESPONSIBILITIES OF THE ROLE

- Work with the Director of Visitor Experience to devise and deliver the visitor experience strategic plan.
- Develop and enable the implementation of a specific strategic plans for Tours, Retail and Merchandise to ensure our visitor numbers grow and diversify and to ensure our visitor experiences are open and inclusive for all.
- Increase the income and operational efficiency of the Tours, Retail and Merchandise teams.
- Be accountable for setting annual budgets for visitor experience, as well as quarterly reviews for these budgets.
- Be accountable for the overall smooth, efficient running of the Tours, Retail and Merchandise operations at the RAH.
- Be accountable for delivery of KPIs including visitor net promoter scores, staff satisfaction and engagement, sales generation and cost efficiencies.
- Act as a central lead for the RAH visitor experience team, working collaboratively with colleagues in other teams delivering services to visitors to ensure a seamless, high quality visitor experience.
- Work collaboratively with colleagues across the Hall to ensure the safety and security of all visitors and staff and facilities.
- Lead on all aspects of visitor experience planning and logistics ensuring all key stakeholders across the Hall are consulted and informed.
- Working with the Director of Visitor Experience, lead on on-site visitor experiences, ensuring a high level of customer experience and consistent standards.
- Develop a network outside of the Hall in other visitor attractions around the UK and the world.
- Maintain awareness of other leading Tour, Retail and Merchandise attractions within the London area to benchmark the Hall's product and ensure it is relevant and appealing within a busy market place.

Leadership

- Provide outstanding leadership, developing a high-performing team with high levels of employee engagement.
- Lead and line-manage your direct reports within Tours, Retail and Merchandise, ensuring there are robust plans for recruitment, induction, setting clear expectations on what excellence looks like, performance management, employee engagement, training and personal development.
- Actively develop the visitor experience team, ensuring there are regular and ongoing performance reviews.
- Care for the Hall's charitable funds by ensuring all spending is thoroughly considered and kept within budget.



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- Support the learning and development of staff in relation to customer service, engagement skills, duty management, Health and Safety, standard operating procedures and business continuity planning.
- Lead the visitor experience teams on the strategic objectives of the Hall's business plan.
- Lead on innovative, inspiring and inclusive ideas for the visitor experience team to ensure we are continuing to attract larger and more diverse visitors.
- Manage strong stakeholder relationships across the organisation in relation to optimising visitor commerce at the RAH
- Develop and embed a culture that acts on visitor and staff feedback, as well as visitor research, to enable and promote a culture of continuous improvement across the team and empower people to come forward with practical solutions to meet customer needs.
- In collaboration with the Director of Visitor Experience monitor and manage external contracts, ensuring high standards of performance, which align with and support the Hall's values and ways of working, with regular contact with the supplier to monitor the service level agreement.
- Support the Retail, Tours and Merchandise teams in delivering high standards of visitor care, and in dealing with complaints and complex visitor needs or enquiries, as well as in dealing with any security incidents or accidents that may occur.
- Report to the Director of Visitor Experience on progress regularly and as required.
- Any other duties as reasonably requested by the Director of Visitor Experience.

PERSON SPECIFICATION

Experience and Qualifications

- Relevant experience of leading a large, complex, fast-paced and highly successful visitor experience function in a management role ideally in a high volume and fast turnover venue, arena or stadium in the music, arts and sciences, entertainment or sports and leisure industry.
- Experience in working within Tours, Retail and Merchandise with an understanding of these sectors and their customers' needs, in order to develop experiences to meet and exceed customers' needs, as well as financial targets.
- Excellent people leadership and management skills, with the proven ability to organise and motivate a high performing team.
- Significant experience in devising and implementing successful visitor commerce experiences, with a proven creative approach to engaging a wide variety of audiences.
- Senior level operations management experience gained within a busy, complex, multi-faceted and public-facing organisation of comparable size and scale.
- Proven experience in a line management role, including direct experience of recruiting, managing performance, coaching and developing a team to enhance their skills and contribution.
- Proven experience in developing, implementing and managing systems, staffing levels, rotas, and standards to deliver high levels of customer service, efficiency and effectiveness.
- Proven budget management experience and a commercial approach.
- Computer literacy – knowledge of Windows-based applications, able to use word-processing, database, spreadsheet, internet and email applications.
- A proactive approach to promoting the principles of diversity and inclusion in relation to visitor's needs.



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Skills and Approach

- Outstanding interpersonal and communications skills with the ability to collaborate effectively and confidently at all levels, internally across departments and with external contacts.
- Highly organised with the ability to prioritise, co-ordinate and delegate tasks in order to meet deadlines.
- Clear thinking with sound judgement – able to manage competing demands, make effective decisions and think creatively to come up with solutions to problems, while staying calm under pressure.
- Comfortable to delegate and coach others with developmental purposes in mind.
- Commercially astute and target-driven.
- Pragmatic and focused approach that is objectives driven; demonstrates a tenacity and persistence to achieve results.
- Applies excellent two-way communication skills in order to fully understand audience needs and expectations.
- Values all types of customers and is genuinely committed to providing them with a positive experience of the Hall.
- Encourages the team to develop a better understanding of customers and staff from non-traditional backgrounds. Decisively tackles approaches or attitudes that are biased.
- A flexible approach to working hours as the role requires some evening work; the Hall is predominately an operational evening venue.
- Enthusiastic about performing arts and the Royal Albert Hall.

HEALTH & SAFETY

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

SUSTAINABILITY

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.