



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Visitor Services Apprentice

Department: Visitor Services

Reporting to: Visitor Services Managers

Job Type: Full Time

Evening, weekend and Bank Holiday work will be required as part of this role

INTRODUCTION

We believe arts and culture has the power to bring people, friends and families together to make life-long memories and improve the quality of life for our audiences.

As a proud, independent charity we are on a mission to enrich the cultural life of the region and our vision is clear; we are creating a world-class cultural scene for our region with Birmingham Hippodrome firmly centre stage.

The strength of Birmingham Hippodrome comes from our people; real people with their own thoughts, beliefs, cultures and identities that bring their unique perspective and experiences to our team. We are committed to placing inclusion at the heart of all we do, making it central to our decision making. We are breaking down barriers and building relationships for us to become a more equitable place for audiences, artists, participants, and our own teams. We do not, and will not, tolerate discrimination of any kind.

We are one of the most popular theatres on the national touring circuit, staging a diverse range of world-class touring productions and we are the proud home to Birmingham Royal Ballet, DanceXchange, Dance Consortium and OneDanceUK making Birmingham one of the biggest dance hubs outside of London. We currently reach over half a million people a year through this work and our ambition is to grow and diversify these audiences, ensuring wider access to mainstream theatre for the people of our region.

Our next step is to increase the impact our work has on the region. Plans are in progress to expand our commissioned, produced, co-produced and off site programme of work; increasing our commitment to developing the artists of our region and continuing to extend Birmingham Hippodrome's artistic footprint beyond our stages. We will continue to invest in further generations, and through our Hippodrome Education Network, youth and apprenticeship programmes, we are creating pathways for people who want to gain valuable experience to support a career in the creative industry.

We are looking for people to join us on this journey at a pivotal time in our evolution; recognising our people and network of talented freelancers and volunteers are core to the growth and success of the organisation.

The future of Birmingham Hippodrome is you.

In return for your skills, experience and commitment, we offer a generous benefits package. This includes five weeks holidays plus bank holidays, an annual personal development fund to spend towards your own skills, a complimentary friends membership card for ticket discounts and priority booking for productions, competitive pension scheme, discounted food and beverage in the venue and subsidised gym membership.

JOB SUMMARY:

The Apprentice will help ensure everyone is welcome by providing excellent service standards across all front of house areas, ensuring sales are maximised and that the customer experience is always of the highest standard by providing a welcoming, efficient, knowledgeable and friendly service. This role will involve working in all areas Front of House including in our auditorium, bars, café and other retail areas as and when required, in line with business needs.

Full training will be provided on and the off the job. The Apprentice will complete the NVQ Level 3 course in Customer Service specialist.

This is an 18 month contract to complete the apprenticeship.

MAIN DUTIES:

Customer Service

- Check tickets, welcome visitors, give directional advice and deal with queries or ticketing issues.
- Provide a cheerful, happy and exceptional service to all visitors.
- Work in any areas required including the auditorium, foyer areas, bars, merchandise desk, café, programme desk and any other FOH area as required.
- Be the face of Birmingham Hippodrome and act as ambassador of our organisation and custodian of our reputation.
- Proactively offer to our visitor's assistance, information and guidance about our organisation, programme, events, facilities and off stage programme.
- Aim to have expert knowledge by acquiring and providing product and venue knowledge responding positively to visitor enquires and maintaining effective customer relations.
- Actively sell programmes, ice creams, merchandise, alcohol, confectionery and any other products on sale at this venue.
- Seek opportunities to recommend, upsell, promoting the services and any offers or promotions.
- Provide feedback to Supervisors and Managers on areas for improvement including items for immediate attention (e.g. cleaning requirements) and items for future consideration (e.g. sales trends, visitor experience).
- Assist visitors with limited mobility or with a disability as required **such as** providing audio description equipment or any other necessary equipment as required.
- Support colleagues in their role and work as a team, to deliver excellent customer service.

Health & Safety

- Maintain and up to date knowledge of all our fire, safety and evacuation procedures and facilitate the evacuation of the public in the event of an emergency.
- Give clear and confident direction to visitors to evacuate in the event of an emergency.
- Be vigilant around the building identifying potential safety and security issues and alert the Duty Management Team accordingly.

Housekeeping

- Ensure working areas, foyers and the auditorium are clean and immaculately presented at all times.
- Ensure standards of personal presentation and dress are always of the highest standard and that body language is professional and welcoming.

Procedures

- Follow all department policies and procedures at all times.
- Operate the till and take payments in accordance with the Theatre's procedures.
- Handle and move stock in accordance with our stock procedures ensuring you ensure stock loss is kept to a minimum.
- Comply with all statutory and Hippodrome requirements in the areas of compliance such as safeguarding, GDPR, health and safety. E-learning training (which must be completed during the first three months of employment) as well as internal courses are provided to ensure you have the relevant knowledge in these areas.
- Perform any other reasonable duties as requested by any Manager or Supervisor.

PERSON SPECIFICATION

We're committed to three core ideals here at Birmingham Hippodrome and we try to address all our activity with these aims: 'everyone's welcome', 'nothing but the best', and 'do it with flair'. Everyone who works here, no matter what their function in the team, is expected to deliver their job and work with colleagues bearing these attitudes in mind. This person specification lists some of the key attributes we're looking for in the best candidates for this role.

Requirements	CORE: The successful candidate will meet the majority of these requirements.	DESIRABLE: the successful candidate should meet some of these requirements.
Education Training and Qualifications		
Skills, knowledge and abilities	<ul style="list-style-type: none"> • Ability to communicate verbally to provide customer service in a helpful, friendly and courteous manner. 	
Experience	<ul style="list-style-type: none"> • No experience is required. 	
Personal attributes	<ul style="list-style-type: none"> • Welcomes people with a greeting. Is open and hospitable. • Serves the internal and external customer well. Responds to requests in a timely way or explains why they are not able to. • Is tolerant and open minded about all kinds of difference. Considers diversity in their work. • Flexible attitude to work by being able and willing to work in any parts of the business and completing new tasks as required. • High dress & appearance standards and excellent time keeping. 	

	<ul style="list-style-type: none">• Ability and willingness to work evenings, bank holidays and weekends around show performances.• Drive to improve their own skills and experience.• Must be 18 years of age.	
--	---	--

DATE ROLE CREATED

June 2021

DATE ROLE AMENDED/REVIEWED

N/A

Birmingham Hippodrome Theatre Trust Limited
Hurst Street, Southside, Birmingham, B5 4TB
birminghamhippodrome.com

Registered Charity No. 510842