

Job description and selection criteria

Job title	Visitor Experience Assistant – 7 positions
Division	Gardens, Libraries and Museums (GLAM)
Department	Ashmolean Museum
Location	Ashmolean Museum, Beaumont Street, Oxford, OX1 2PH
Grade and salary	Grade 2: £13.37 per hour
Hours	Variable Hours
Contract type	12-week casual contract
Reporting to	Visitor Experience Supervisors
Additional information	<u>You are required to submit a CV and supporting evidence form</u> outlining how you meet each of the selection criteria for the role. Both documents listed above must be submitted to be considered for this role.
Closing date	Midday on Monday 2 nd June 2025 We expect to hold an assessment day for this role on Wednesday 18 th June



Job description

Overview of the role

As a Visitor Experience Assistant, you thrive on delivering an excellent visitor experience by delivering a warm and inclusive welcome, and interacting with visitors from a variety of backgrounds. You ensure that collections and visitors are safe and you deliver key messages and contribute to the financial and environmental sustainability of the museum. You support the operational requirements of the gardens, libraries and museums to ensure our collections are accessible for all.

This is a varied, busy and diverse role, key duties include:

- You will be part of a dynamic team on a daily rota where your focus will be to welcome visitors from all age groups and backgrounds. You will engage them in the collections and activities, inspiring them to make the most of their visit, want to revisit and support the museum in different ways.
- Using product knowledge to inspire our customers and maximise sale opportunities and encourage visitor giving (donations) and Gift Aid.
- Contributing to the financial sustainability of the Museum by encouraging donations and membership to the museum as well as raising awareness of the public programme and opportunities for secondary spend.
- Providing vital support to the safety and security of the museum. In the event of an emergency assisting visitors and staff members to evacuate the premises safely in line with the emergency plan.

Responsibilities

World Class Experience

- Deliver a world class experience for visitors by acting as the museum's ambassador, remaining friendly, approachable, inclusive and welcoming at all times. To help you achieve this you will receive comprehensive and structured training.
- Encourage our visitors to donate, take up membership and support the museum in different ways, using training and support offered by our team. You will be crucial in supporting the museum's income generation strands.
- Keep areas clean and tidy to keep the museum looking its best as well as enhancing H&S by preventing any slip or trip hazards. This will be a part of your working routine, and you may receive additional instructions regarding specific areas by a manager.
- Be environmentally conscious in your work and engage with new initiatives.
- Be a proactive problem solver, assisting visitors with individual needs, wayfinding and supporting fellow VEAs, volunteers, Security and management to ensure a smooth operation.

Communication

- Respond to visitors' questions and needs in a diplomatic, sensitive and informed way, ensuring that they receive an exceptional level of customer service and that confidential matters are respected. Where appropriate, follow the escalation process and ensure a manager is contacted for support.

- Actively encourage any/all visitor feedback and escalate their feedback to a manager, where appropriate, to ensure that our visitors feel supported and valued.
- Attend team training days, meetings, daily briefings, and one-to-one meetings with your manager, as communication is vital to ensuring that the team and museums visitor experience is run smoothly.

Safety & Standards

- Ensure personal presentation standards are high in line with training, agreed standards and guidance; this includes wearing uniform and a radio as required.
- You will be trained how to assist visitors and staff members to evacuate the premises in the event of an emergency (in line with emergency planning). Should such an emergency arise, you will be vital in ensuring that visitors, staff and volunteers evacuate in a safe and timely manner.
- Be alert to potential hazards and issues within the galleries and public spaces of the museum, responding and escalating as appropriate.

Other duties

- Regularly working on weekends and some Bank Holidays.
- Undertake any necessary training identified.
- Occasional cash handling and cash counting duties.
- Comply with health and safety regulations.
- Comply with the policies and procedures set out in the Handbook for University Support Staff/Academic Related Staff.
- Any other duties that may be required from time to time commensurate with the grade of the job.

The Ashmolean Museum reserves the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Audiences & Content Directorate

The Ashmolean is committed to being an audience-focused museum and in 2021 created the Audiences & Content Directorate that oversees Audiences Insights, Online Engagement & Communications, Public Programmes, Schools, University & Academic Engagement, Interpretation, Digital Content, Visitor Experience, Volunteers and Membership.

As a university museum, Ashmolean audiences range from researchers and university students to schoolchildren, from families with young children to older people, from local residents to international tourists. We are committed to preserve and share our collections and knowledge to promote research, learning and enjoyment and to provide engaging experiences for an increasingly diverse audience.

Selection criteria

Essential selection criteria

- With a passion for delivering excellent customer service, you will enjoy helping and interacting with people of all ages and backgrounds, striving for all visitors to have a positive experience.
- A confident team player who thrives in a busy and fast paced environment who can demonstrate strong interpersonal skills, with a proactive approach to problem solving.
- Attention to detail to ensure that standards are adhered to (these could include operational, personal and departmental standards).
- A passion for museums and cultural venues.
- Ability to demonstrate awareness of the importance of safety and security of collections and people in the museum at all times.

Desirable selection criteria

- Experience in a customer facing role in a heritage environment.
- Experience of increasing sales or donations (e.g. promoting gift aid).
- Experience of working with diverse people, including children and families.
- A working knowledge of another language.

Hazard-specific / Safety-critical duties

This job includes hazards or safety-critical activities. If you are offered the post, you will be asked to complete a health questionnaire which will be assessed by our Occupational Health Service, and the offer of employment will be subject a successful outcome of this assessment.

The hazards or safety-critical duties involved are as follows:

- Lone working
- Regular manual handling
- This is an active role which requires long periods standing and patrolling the galleries

How to apply

Please send a CV and **supporting evidence form** (below) outlining how you meet the person specification above, to ruth.farnan@ashmus.ox.ac.uk

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application please provide details of two referees and indicate whether we can contact them now. Please also indicate your availability over the summer months, including the recruitment and training days on 18th June and 9th and 10th July.

Visitor Experience Assistant – Supporting Evidence Form

Candidate Name:

This form lists the **Selection criteria** for the post: some are **Essential** – experience and skills which the successful candidate will be expected to have, and some are **Desirable** – experience and skills which are not essential but which would be beneficial in the post.

You must explain how you meet each of the criteria using examples of your skills and experience gained in employment, education, or during career breaks (such as time out to care for dependents). Your application will be judged solely on the basis of how you demonstrate that that you meet the selection criteria outlined below.

Please see below an example of some supporting evidence. Please note that this criterion is just an example and may not form part of the selection criteria for this particular post. You might find it helpful to use the STAR method to structure your supporting evidence:

- **Situation** – introduce the situation to set the scene and provide context.
- **Task** – describe the task. What needed to be done and why?
- **Action** – explain the action you took.
- **Result** – what did you accomplish? What was the outcome?

Example Criterion	Example of supporting evidence
Experience in a customer service role and an awareness of the importance of good customer care and quality of service.	<p><i>As a Customer Assistant at, I consistently provided very good customer service to users of a multi-channel marketing platform. I was responsible for responding to customer enquires promptly in a friendly and helpful manner over the phone, via email, and on web chat.</i></p> <p><i>One difficult situation I handled was explaining to a customer why there was a lack of products available for purchase. I apologised for the situation and informed the customer that there had been a delay with the delivery and presented the estimated time of restock or other alternative options they could consider. This demonstrated my commitment to excellent customer service and problem-solving. In high pressure situations, I believe communicating clearly and diplomatically with both customers and colleagues is important to ensure queries were resolved quickly and calmly. Maintaining a customer orientated approach, I regularly received positive feedback from customers.</i></p>

Please enter in the relevant boxes below evidence demonstrating how you meet the selection criteria, aiming for **no more than 300 words** per criterion.¹

¹ For guidance on how to determine character count in MS Word, see Microsoft's online support. For example, guidance for Microsoft 365 is located here: <https://support.microsoft.com/en-us/office/show-word-count-3c9e6a11-a04d-43b4-977c-563a0e0d5da3>

ID	Essential Criteria	Supporting evidence	Panel use only FM/PM/ NM/NE
E1	Experience and passion for delivering excellent customer service, enjoy helping and interacting with people of all ages and backgrounds, striving for a positive experience for all visitors.		
E2	A confident team player who thrives in a busy and fast paced environment who can demonstrate strong interpersonal skills, with a proactive approach to problem solving.		
E3	Attention to detail to ensure that standards are adhered to (these could include operational, personal and departmental standards).		

E4	A passion for museums and cultural venues.		
E5	Ability to demonstrate awareness of the importance of health, safety and security of items and people in the museum at all times.		

Please turn over

For Panel use only:

Scoring guide to indicate to what degree each applicant meets the selection criteria:

FM <i>(Fully Met)</i>	PM <i>(Partially Met)</i>	NM <i>(Not Met)</i>	NE <i>(No Evidence)</i>
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Shortlisting decision

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	Desirable Criteria		
D1	Experience in a customer facing or retail role in a heritage environment.		
D2	Experience of increasing sales (e.g. on-site donations / promoting gift aid).		
D3	Experience of working with diverse people, including children and families.		
D4	A working knowledge of another language.		