



Assistant Visitor Experience Manager

RECRUITMENT PACK

Perth Theatre and Concert Hall
Mill Street
Perth PH1 5HZ



Who We Are

Central to local cultural life for over 120 years, Perth Theatre and Concert Hall create life affirming, shared experiences in the performing arts that ignite the imagination and make living more meaningful. Our world-class venues, award-winning programming and inclusive learning and engagement projects play an essential role in stimulating positive wellbeing within the communities we serve, benefitting the local economy and raising the profile of the area.

Perth Theatre and Concert Hall is the trading name of Horsecross Arts Ltd, the charitable organisation established in 2005 to run both venues. Horsecross Arts Ltd is registered in Scotland, no. SC301328 and a charity no. SC022400.

"It's one of the things that attracted me to Perth... the cultural life... it seems it's fantastic. There's a great variety in the theatre and the concert hall... we're so lucky!" Audience Member



Our Vision & Mission

"To ensure the performing arts are essential to our communities."

From our base in Perth City and across Scotland at large, our mission is to use the performing arts to inspire, explore, connect, and educate, as sustainably as possible:

Inspire - as a source of entertainment, enlightenment, joy, and wellbeing;

Explore - forging into the new, inventing fresh approaches and developing different ways of working;

Connect - with our communities, meeting their needs, striving to include everyone;

Educate - by supporting learning and training across our whole range of activities for staff, participants, the sector, and future generations.

IDEA – Inclusion, Diversity, Equality & Accessibility

Perth Theatre and Concert Hall is working to ensure our organisation is fully representative of the communities we engage with locally and nationally. We believe in the transformative power of the performing arts and understand that embracing diversity of backgrounds, experiences, skills, cultures, and outlooks is critical to fulfilling our Vision.

We start from a position of inclusion being fundamental to all our activities. We are committed to providing life-enhancing experiences for everyone, whatever their age, background, ethnicity, gender, geographical location, physical or mental ability, religion, sexual orientation, social conditions, work or employment status. Necessarily, our approach steps beyond the letter of the law to achieve this.

Our commitment to IDEA will be central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events. Undertaking continual review and training, we will closely monitor, and be transparent about, our progress.

The Role

Job Title: Assistant Visitor Experience Manager

Status: 39 hours per week (2,028 annualised hours)

Reports to: Visitor Experience Manager

Salary: £13.33 per hour

As Assistant Visitor Experience Manager, you will be passionate about exceptional customer service and create a welcoming atmosphere that leaves our visitors eager to return, whether attending shows, workshops, conferences, our café and bars, or just meeting friends.

You will have commercial experience and will be able to maximize existing income streams, generate new income opportunities, and use your experience and imagination to implement change.

Between our two buildings, you will be responsible for a large team of Visitor Experience staff, operate a busy day-time café together with a demanding bar operation, and ensure the safety and wellbeing of audiences in all our public spaces.

You will be on the front line, managing the visitor journey at all stages throughout our buildings whilst increasing income and profitability from our services.

This job description details the principal purpose and main elements of the job at this time. It is a guide to the nature of the main duties as they currently exist but it is not intended to be all-inclusive. The post holder is expected to work flexibly and respond positively to changing business needs.

Duties and Responsibilities

Management

- Assisting with the effective management and development of the Visitor Experience Team, including recruitment, induction, supervision, appraisal, and ongoing training and development
- Undertake Duty Management shifts, leading the team in hands-on operational delivery, with a focus on delivering major events
- Assisting with all income reporting and banking, and ensure all financial records are maintained in line with financial procedures
- Assisting with the management of bars and catering stock control i.e., purchasing, delivery, transfer and wastage
- Contributing to maximisation of income through innovative ideas and engagement with our visitors
- Adhere to budgets and meet financial targets
- Attend and hold regular staff meetings

Duties and Responsibilities



Customer Service

- Deliver a passionate first-class customer service to all visitors, customers, audiences, and learning & engagement participants, leaving them with a memorable and positive experience
- Create a welcoming atmosphere, accessible to all
- Effectively manage audiences in all our public spaces, with key responsibility for their safety
- Develop strategies for improving the visitor journey with a holistic approach
- Assist in the delivery of training on customer service, complaint handling and accessibility
- Show a proactive approach to promoting the principles of equality and diversity
- Assist with the delivery of customer access services, ensuring staff are trained to provide exceptional customer experience to those with additional access needs e.g., touch tours, British Sign Language, wheelchair access, induction loop and audio description
- Deputize for the Visitor Experience Manager in their absence

Health and Safety, Environmental Health, Licensing

- Ensure all Front of House procedures conform with statutory requirements and our own internal requirements with regards to health and safety, hygiene, environmental health, and licensing regulations
- Ensure appropriate hygiene standards are maintained throughout Front of House, Bars, and Catering areas
- Following training be responsible for risk assessments for events involving Front of House operations, ensuring the safety of visitors and staff
- Support the assessment and organisation of appropriate Front of House requirements for First Aid cover and additional security, liaising with event bookers (Programmers, Conference & Events Team, Promoters) regarding allocation of costs

Responsibilities of all staff

- Contribute to an enthusiastic, positive work climate within the organisation
- Be aware of the work of other departments in the achievement of the company's charitable objectives
- Take an active part in communicating and co-operating with other staff and departments
- Follow all PTCH guidelines, policies and procedures
- Work in accordance with PTCH Equality & Diversity Policy
- Be aware of and comply with rules and legislation pertaining to Health & Safety at Work
- Take an active part in achieving high standards of customer and client care
- Support green and sustainable initiatives
- Be GDPR compliant
- Undertake other duties as may be reasonably required by the organisation

Person Specification

You will bring strong leadership skills and a hands-on approach, be passionate about delivering first-class customer service and have the get-up-and-go to drive profit. You will thrive in a busy environment, with multiple events a day across two sites keeping you busy and often away from a desk.

You will embrace the different reasons that visitors come to us – for gigs, shows, learning, workshops, conferences, dinners, or just a coffee – offering each and every visitor an exemplary experience.

Your previous experience could be from a variety of industries, such as a visitor attraction, hospitality, a sporting venue, festival management and, of course, the arts.

We are looking for people who can play a vital role in the day-to-day operations of Perth Theatre and Concert Hall operating as a member of a high-performance team, with the following skills and experience:

Essential Skill and Experience

- Experience in managing and leading a team in a hospitality or customer facing role
- Management experience of running a busy bar and / or catering operation
- Strong management and team leadership skills, with the ability to motivate, attract, retain, and develop a strong team
- Excellent interpersonal and communication skills in all situations with visitors, staff, and clients
- Ability to think positively and problem solve under pressure whilst remaining calm
- Computer literate with knowledge of Windows-based applications
- Excellent customer care skills and a strong understanding of customer needs
- Budgetary and cash handling experience
- Understanding of and commitment to equality, diversity and inclusion
- Willing to be innovative in implementing new systems and processes

Desirable

- Holder of a Personal License under the Licensing (Scotland) Act 2005
- Knowledge of or interest in the arts
- Relevant Qualifications in Catering/Hospitality/ Business Management
- First Aid Certificate
- Marketing and promotional experience
- Level 2 Food Hygiene Certificate
- Knowledge of F&B specific software systems to manage stock control and profit

Terms & Conditions

Salary: £27,033.24 per annum paid monthly by bank credit transfer on the last working day of the month. No paid overtime or infringements are payable;

Annualised hours of 39 hours per week (2,028 per annum).

Annual Leave entitlement is 30 days (rising by 2 days after 3 years' service plus an additional 3 days after 5 years' service) including 10 days Public Holidays (4 fixed – Christmas Day, Boxing Day, New Year's Day, 2nd January).

The Company operates auto-enrolment and has a Pension Scheme in place. We will comply with legislation around auto-enrolment including opt-in and opt-out arrangements.

This role is subject to a 6-month probationary period.

How to Apply

Deadline: 2 February 2025

Interviews: W/C 10 February 2025

To apply, please submit your CV and a covering letter detailing relevant experience and interest in the role to:

recruitment@perththeatreandconcerthall.com