



THE TANK MUSEUM

## Visitor Experience Administrator Role Description

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The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.

The museum houses some 300 vehicles, representing every major conflict since the First World War. Our moving exhibitions tell the story of this British invention; from the mud of the Somme, to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Around 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from across the globe. The Tank Museum has a global online reach, with a large supporter base and following on a range of social media platforms.

This is underpinned by the outstanding national importance of The Tank Museum's collections and the expertise of those who care for them. Alongside vehicles, the collections include medals, images, documents, personal papers, books, weapons and memorabilia.

The museum is situated in Bovington which is regarded as the 'home of the tank', as it was here that some of the first tank crews were trained during the First World War. It remains home to the Royal Armoured Corps today. The museum was founded in 1923 as a teaching resource for the Tank Corps. Over the past decade, the museum has transformed itself into a leading 21st century military museum.

As museum of the Royal Tank Regiment and Royal Armoured Corps, The Tank Museum is a registered charity which has been part of Arts Council England's National Portfolio since 2018.

### Our Values

The values of The Tank Museum underpin the work of our team. Whilst there are a great variety of roles, specialisms and professions across the organisation, we all share a common approach in our mission to tell the story of the tank and the people that serve in them.

- **We are PASSIONATE.** We are authoritative and driven and we display this daily with our enthusiastic and rigorous approach to work.
- **We are AMBITIOUS.** Driven by an aspiration to be the best, we strive to be better. We channel our creativity and competitiveness to make us innovative, forward thinking and flexible to challenges.
- **We CARE.** We work hard because we believe in the cause of the organisation. We are welcoming and friendly to all our visitors. We are inclusive, fair and considerate of each other, showing great respect for our collections and for the stories we tell.
- **We display INTEGRITY.** We are knowledgeable about our subject and professional in the way in which we conduct our business. We act responsibly and embrace responsibility. Our ethical grounding guides us to do the right thing by our audiences, our supporters, our collections and by each other.

## **Events**

The Events Team play a vital role in managing and delivering first class events and increasing revenue in the museum to reinvest in the collection. It is part of the Commercial Operations department, working closely with catering, visitor services, guides and facilities teams.

The Visitor Experience Administrator will assist in the administration of group visits to the museum whilst acting as a first point of contact on the phone and online for visitor enquiries. They are also responsible for managing and maintaining the relationship of Friends of The Tank Museum, providing regular communication to these valued supporters. Outside of these core responsibilities, the Visitor Experience Administrator assists the events team and wider office with additional administration projects as and when required.

## Role Profile

<b>Role Title</b>	Visitor Experience Administrator
<b>Department</b>	Commercial Operations
<b>Contract Type</b>	Permanent
<b>Key Relationships</b>	Events Manager, Visitor Experience General Manager, Wedding & Corporate Events Planner, Events Assistant, Executive PA, Education Officer, plus the Guides, Marketing, Catering, Visitor Services and Facilities Departments.
<b>Overall, Role Purpose</b>	To act as the first point of contact for all visitor enquiries online or on the phone and lead the administration of groups and other key personnel visiting the site.
<b>Key Accountabilities</b>	<ul style="list-style-type: none"> <li>• Support the administration of all events at The Tank Museum, including but not limited to trader contracting, contractor advancing, scheduling, ticket administration and handling customer enquiries.</li> <li>• Assist with the administration process of all group bookings on behalf of the museum – confirming requirements with the relevant internal departments and booking their services accordingly.</li> <li>• Administration of the Friends of The Tank Museum membership scheme and leading day-to-day communication with members</li> <li>• Management of the Visit@, Info@, Events@ &amp; Corporate@ mailboxes and social media inboxes, ensuring customers are responded to in a timely manner.</li> <li>• Assisting with fundraising administration, including Patreon</li> <li>• Acting as a primary phone answerer on behalf of the full museum team.</li> <li>• Handling ticket sales and enquiries submitted over the phone or via email, promoting and upselling items to enhance visitor experiences ie. museum guide books.</li> <li>• Supporting the wider museum team with administration projects as and when required.</li> <li>• Supporting the Visitor Experience General Manager in trader and supplier analysis.</li> <li>• Supporting with Education Officer with school bookings and administration tasks.</li> <li>• Supporting the events team with the set up, take down and delivery of events.</li> <li>• Attending key meetings, recording minutes for distribution both internally and externally as and when required.</li> </ul>
	The duties and responsibilities in this job are not restrictive and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

## Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Excellent standard of education</li> </ul>	<ul style="list-style-type: none"> <li>• Admin Qualification</li> <li>• First Aid</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a customer service environment</li> <li>• Proven track record in administration initiating and implementing back-office systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a visitor attraction, museum or events environment.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Good knowledge of Microsoft Office packages including Word, Excel and Power Point.</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of museum and visitor attraction industry.</li> </ul>
<b>Personal aptitude &amp; skills</b>	<ul style="list-style-type: none"> <li>• A people person.</li> <li>• Good organisational skills and to be able to plan and prioritise workloads.</li> <li>• Work well in a busy environment and under pressure.</li> <li>• Excellent attention to detail and accuracy.</li> <li>• Communicate with a wide range of people, internally and externally.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to negotiate</li> <li>• Ability to work with the minimum of supervision and make calculated decisions.</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• Enthusiastic and committed with a genuine aspiration to provide good customer service.</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Availability to work evenings and weekends.</li> </ul>	