

<b>JOB TITLE: Head of Hosted Guest Experience</b>	<b>REPORTS TO: Chief Commercial Officer, National Gallery Global</b>
<b>FUNCTION: Front of House Operations, Guest Experience, Retail, F&amp;B</b>	<b>DEPARTMENT: Guest Experience</b>
<b>JOB PURPOSE:</b> The Guest Experience teams sit within National Gallery Global, the commercial arm of the National Gallery. In close collaboration with wider NG and NGG teams, the Guest Experience team unites and partners with key internal partners to deliver the shared primary task; presenting, refining and delivering a world class guest experience to all onsite visitors, guests and stakeholders. With direct responsibility for front of house operations in NGG/Gallery operated activities (E.g. Guest Experience, Retail, Cloakroom), together with responsibility for supporting F&B operations and revenue and the wider Gallery journey, you will ensure these teams meet and exceed the widest visitor needs and expectations. With guest motivation front of mind, you will work closely with external stakeholders to ensure sales targets and KPIs across all commercial and revenue driving areas are achieved and exceeded, ensuring loyalty and repeat visitation.	

<b>Key Accountabilities</b>	<b>Key Activities / Decision Areas</b>
Guest Experience	Overall responsibility for the (NGG) teams delivering Front of House and Retail experience and services. Work closely with the Head of Operations (NG) and Head of Loyalty, Sales & Ticketed Experiences to develop a seamless One Team approach. Engage wider Gallery stakeholders (eg Public Engagement, Learning), as well as F&B partners to agree scope, standards and training plans for all teams.
Brand Management	Responsible for uniting FOH teams across NGG, NG and third-party operations (F&B) and unifying and optimising the Guest and Visitor journey, deploying and evolving a uniquely National Gallery experience and service style, developed in close collaboration with Loyalty, Sales & Ticketed Experiences and NG Operations.
Commercial and Procedures	Responsibility for operating and maintaining specific commercial touchpoints (environments), across the gallery, managing budgets for upkeep and refresh of same, in line with wider business strategy. Agree service design, standard and operating procedures with internal partners, for shared spaces and third party operated spaces. Communicate standards for daily presentation to teams, supported by Gallery Operations (infrastructure, furniture) in shared areas.
Planning, Trading, Resource	Develop and agree KPIs for overall guest satisfaction, working across NG and NGG and third parties. Agree shared KPI's and revenue targets with NGG teams and stakeholders, supporting seasonal and annual trading plans including Loyalty, Sales & Ticketed Experiences (Back of House Ops teams), Merchandising, Buying (Omnichannel Retail), F&B Operators. Proactively drive teams to understand guest and visitor motivation, and drive revenue and KPI targets, including conversion and spend per visitor/average transaction value.
Operations	Manage, develop and optimise resource to deliver of B2C, onsite services and experiences, developed by NGG and NG teams, including retail, front of house hosts and sales points. Daily oversight and communications plan for the full range of Gallery activities, including events, tours and other activities. Responsible for setting and managing Opex budgets for environments, display, personnel in NGG FoH teams.

<b>Role Dimensions</b>	
<b>Financial (limits/mandates etc.)</b>	<b>Non-financial (customers/staff etc)</b>
<ul style="list-style-type: none"> <li>Managing budgets and operating and maintaining commercial touchpoints (environments) across the gallery</li> <li>Agree and drive shared KPI's and revenue targets for NGG teams and stakeholders</li> <li>Responsible for setting, agreeing and managing operating budgets for environments, display, personnel in NGG FoH teams</li> </ul>	<ul style="list-style-type: none"> <li>Overall responsibility for the (NGG) teams delivering Front of House experience and services, building guest loyalty, revenue and return visitation and engagement.</li> <li>Direct line management of Hosted Guest Experience team leaders, Retail Ops leaders.</li> </ul>

<b>Person Specification</b>	
<b>Competency / Performance Drivers</b>	<b>Technical / Professional Expertise</b>
<p>Highly numerate, able to set and manage budgets, and resource</p> <p>Excellent verbal, written communication skills. Able to clearly express concepts and detail to a wide variety of audiences and stakeholders</p> <p>Collaborative team player, with strong project management and excellent organisational skills</p> <p>Ability to stay focused and communicative to large teams and the wider Gallery in areas such as meetings, project planning, daily duty management</p> <p>An established leader, able to lead by example and inspire teams to deliver</p>	<p>Demonstrable significant experience in a senior operations leadership role, managing guest experience in a multi-business site, is essential.</p> <p>Strong understanding of guest experience planning and delivery, how to engage guests with the widest Gallery offering; ensuring guest feedback leads decision making.</p> <p>Actively interested in the guest, guest conversion and motivations. Proven track record of delivering commercial activities which support customer motivation and drive KPIs.</p> <p>Demonstrable organisational skills: ability to manage multiple priorities, seasons, and stakeholders.</p> <p>Experience of leading and developing a team and managing resource to deliver goals and objectives. Enthusiasm for staff engagement and development.</p> <p>Proven financial acumen and experience of growing and driving revenue, margin and customer engagement in a challenging market environment.</p> <p>Knowledge of health and safety legislation as applicable to a public gallery such as risk assessing, fire safety, safeguarding.</p> <p>Experience in managing a broad spectrum of stakeholders.</p>