

<b>JOB TITLE:</b>	<b>Seasonal Customer Services Assistants</b>
<b>BUSINESS:</b>	<b>LONDON TRANSPORT MUSEUM</b>
<b>DEPARTMENT:</b>	<b>Visitor Services</b>
<b>LOCATION:</b>	<b>Covent Garden</b>
<b>REPORTS TO:</b>	<b>Customer Services Manager(s)</b>
<b>GRADE:</b>	<b>PAYBAND 1 (203)</b>
<b>DATE:</b>	<b>XXXX</b>

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## **1. Purpose**

Customer Services Assistants staff all the visitor facing operations of the Museum on a 7-day per week roster, covering from 'eight until late'. They are responsible for all aspects of the visitor's experience including; ticket desk, cloakroom, retail, information, group visits, gallery activities, Depot open days, and events both in-house and outside. This team will provide consistently excellent customer service through direct interaction with visitors.

The team will apply a project management approach to the daily operation of the Museum and staging of exhibitions, events and corporate hire.

## **2. Principal Accountabilities**

All Customer Services Assistants are expected to carry out core/general duties. As well as these core/general duties there are three main specialist areas of rostered Customer Services within the Museum. These are:

- A. Tickets and Retail**
- B. Gallery, Welcome and Cloakroom**
- C. Information, Education and Group Visits**



Customer Services Assistants will be expected to develop their skills and specialise in one of these areas. They will also be expected to assist and cover on the Operations team roster.

## 2.1 General/Core Functions

All Customer Services Assistants (CSAs) will be expected to:

- **General**

Be given appropriate training, gain accreditation and hold a Level 1 cash handling licence allowing them to operate tills and carry out transactions on the bookings systems.

Develop and maintain knowledge of the Museum's building, facilities, displays and collections, including the ongoing programme of temporary exhibitions, events and activities.

Develop a working knowledge of the history of London Transport/TfL and act as an ambassador for the Museum and all our stakeholders.

Participate in the customer services rota and carry out other related duties that may reasonably be required including covering for absent staff during holidays and sickness

- **Policies and procedures**

Ensure that you follow all Museum policies and procedures at all times. Within these boundaries, use initiative to resolve problems and address issues.

- **Safety**

Carry out nominated tasks in the event of an emergency including the evacuation of the building. Maintain a safe environment within the Museum. Use correct equipment safely. CSAs are given the option and encouraged to train and act as a first-aider.

- **Security**

Maintain a safe environment. Respond to breaches of security or inappropriate behaviour. Be vigilant in the care of children and vulnerable persons.

- **Customer Care**

Anticipate and respond to the needs of visitors and guests to the Museum. Provide information either directly or over the telephone or email. Ensure that consistently highest standards of customer care are employed at all times.

[www.ltmuseum.co.uk/learning](http://www.ltmuseum.co.uk/learning)



Always deal with customers, visitors, organizers and stakeholders in a professional and courteous manner.

- **Museum Presentation**

Meet the Museum's uniform and personal presentation standards at all times. Keep areas of responsibility clean and tidy, assist with routine maintenance and move and store items as necessary. Make sure that all public and staff areas are clean and presentable.

**Other duties**

Participate in the Customer Services Rota; setting up, clearing up and running events (internal and external) Depot open days and corporate hire.

Undertake routine clerical duties. Contact customers, stakeholders, and suppliers in the event of queries and problems. Deal with invoices, telephone enquiries, order fulfilment and correspondence as required.

## 2.2 Specialism

Customer Services Assistants will be expected to develop their skills and specialise in one of the following areas. They will spend 70% of their rostered time carrying out their specialist duties, and 10% on each of the other areas. The remaining 10% of their time will be spent working in the Operations and Resourcing Team either in the Operations Room or on reception.

### A. Ticketing and Retail

- Welcome all visitors in a professional and courteous manner
- Give guidance and information on what tickets are available
- Be pro-active in promoting and selling other Museum events and guidebooks.
- Liaise with other departments as necessary to ensure high standards of customer care.
- Develop and retain a good working knowledge of the Covent Garden, Acton and public transport services in both areas.
- Keep the Ticket Desk and counter area tidy, presentable and fully stocked with guidebooks and relevant promotional leaflets as directed.



- Look after the needs of retail customers in a courteous manner, either at the shop counter, or by other communication means.
- Keep the shop counter areas tidy and presentable.
- Liaise with Presentation and Merchandising Coordinator, Retail and Duty Managers to ensure that merchandise is always adequately stocked, well-presented and accessible.
- Carry out duties instructed by the Duty and Retail Managers to a high standard, meeting fully the requirements of the Museum retailing policy.
- Ensure correct financial procedures are implemented at all times.
- Ensure correct stock control procedures are implemented at all times.
- Provide retail and ticketing services at Depot open days and outside events

#### **B. Gallery, Welcome and Cloakroom (GWC)**

- Meet and greet visitors at the entrance and provide information on events, activities and how to use the Museum.
- Staff the Museum Cloakroom assisting visitors with their coats, bags etc, in a courteous manner
- Keep the cloakroom tidy and presentable ensuring that tags and hangers are returned to their correct position.
- Be pro-active with visitors, explaining how to use 'Way Finders' and plans, and point out useful signage and information
- Answer visitor enquiries, using information provided or seek assistance if required
- Patrol the gallery and provide information and background of exhibits to visitors and encourage them to use interactive displays.
- Be vigilant whilst patrolling and pro-actively deal with situations as they occur or ask for assistance from Managers.



- Be aware and keep up to date with Health & Safety aspects of the role.
- Check exhibits are working and report any faults to Operations Room for logging and repair.
- Pick up any litter and return gallery books, seats, bins, barriers and furniture to correct positions.
- Help with setting up of spaces used for events in the Museum.
- Provide GWC Services as part of the rota for corporate hire, events, and at the Depot.
- Develop a good general knowledge of the Museum its displays and content, answering questions, assisting visitors and giving tours as required.

### **C. Information, Education and Group Visits**

- Staff the Information desk, ensuring that working areas are kept tidy / presentable and carry out duties to set and agreed standards.
- Answer visitor enquiries to a high standard and make recommendations for further research of resources and areas of the Museum to explore to ensure a good quality visit.
- Work with the Museum's Library staff to facilitate visits and handle enquiries
- Develop a more detailed knowledge of the Museum's collections and the history of London Transport/TfL than the general requirements.
- Prepare and maintain the Learning Zone resources, ensuring leaflets, worksheets and information sheets are well stacked and correctly displayed.
- Working with the Learning Department, provide a Museum "welcome" to school groups visiting and help support the smooth running of their visit.
- Provide the Museum "welcome" to other pre-booked groups and ensure the smooth running of their visit.



- Assist the Learning Department with setting up for activities in the learning spaces and provide support.
- Help develop, plan and run children's / family craft activities during the weekends and holiday periods.
- Assist the Learning Department with handling sessions at the Depot or other Outreach sessions.

### **2.3 Operations (10%)**

Cover duties on the Operations and Resourcing Assistant Rota as necessary. Some of the accountabilities are outlined below. For more detail see Operations and Resourcing Assistants' job description.

- Answer telephone calls in a professional and courteous manner
- Give guidance and information on opening hours and ticket prices and availability
- Be pro-active in promoting Museum events and supply information and support
- Answer phone, letter and email enquiries
- Take and document group, corporate hire and events bookings using the ticketing and booking systems
- Book staff and other resources for events, activities, hires and open days
- Assist with setting up and clearing up of events being held in the Museum.
- Follow up with Customer Satisfaction/feedback surveys
- Send out invoices and follow-up paper work
- Report any faults with exhibits to the technical, housekeeping or facilities team. Log and check they are followed up to the agreed standards, within the agreed timeframe.





- Report and review any problems with managers and carry out appropriate action.
- Maintain records of Museum standards and procedures
- Provide administration support to the Visitor Services Department

### **Reception**

- Answer telephone calls in a professional and courteous manner
- Redirect enquiries
- Book and organise couriers and taxis
- Greet and check-in visitors and stakeholders
- Sort, check and accept post and deliveries
- Ensure that all staff movement is accurately recorded
- Provide coordination and information about staff whereabouts
- Carry out post-evacuation checks on staff members

### **3. Key performance indicators**

#### **Quantitative**

- The Museum meets or exceeds customer satisfaction targets
- The Museum meets or exceeds repeat visits targets
- The Museum meets or exceeds income targets
- Meet or exceed personal attendance and punctuality standards

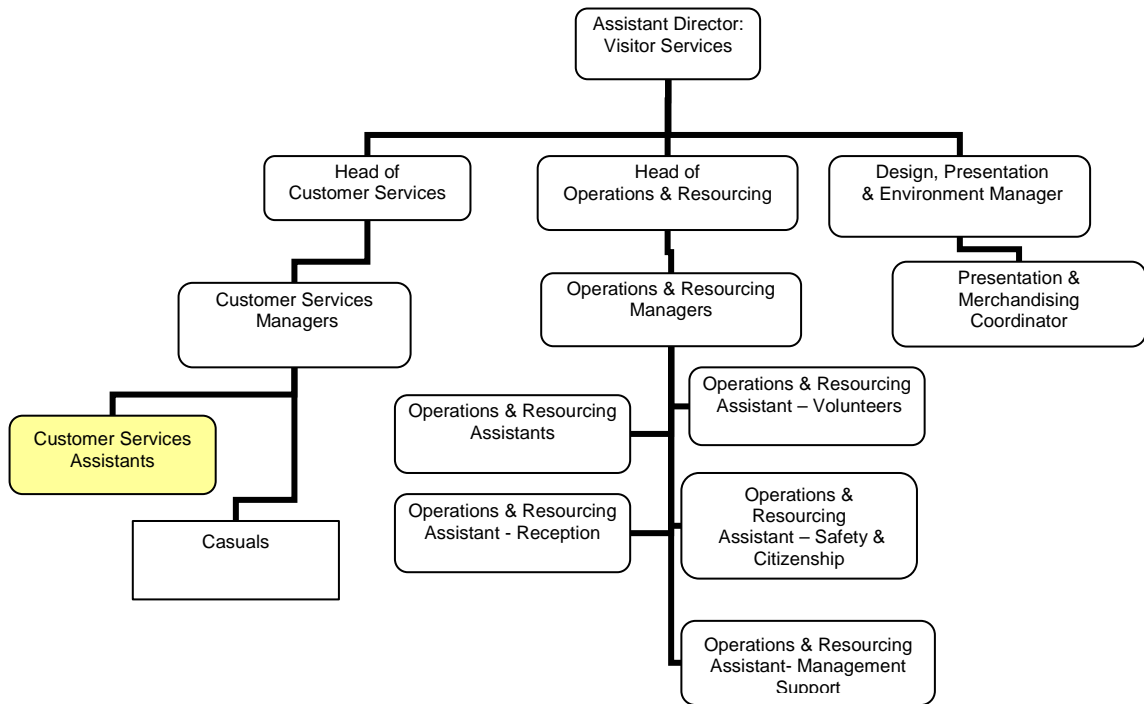
#### **Qualitative**

- Regular and consistently positive customer feedback
- Nominations for awards and regular positive press reports
- Prompt reaction to customer complaints and queries to agreed standards and procedures
- Enquiries and transactions processed and recorded in appropriate systems



- Personal presentation meets or exceeds the Museum's standards at all time.
- Museum work locations are presented to agreed standards, are clean tidy and well maintained.
- Equipment and materials are stored correctly.
- Have a good working knowledge of the Museum's collections and displays.
- All Museum policies and procedures are adhered to or exceeded at all times.
- Positive contribution to team goals and objectives.

#### 4. Organisational chart



#### 5. Job Boundaries and Decision Making

Customer Services Assistants must have knowledge of, and follow, Museum procedures and customer care decisions based upon established criteria.

The post holder will be expected to use their own initiative, within the boundaries of policies and procedures, make suggestions and recommendations and implement agreed changes.





They are required to handle and dispose of customer credit card information in accordance with the Data Protection Act and following all TfL and Museum procedures as laid down by the assistant Director Business and Performance.

## **6. Main Working Relationships**

Customer Services Assistants will make personal email and telephone contact with the general public, Museum visitors, TfL staff, company representatives and museum professionals at all levels.

They will have daily contact and responsibilities to/for children, vulnerable adults, individuals/groups with special needs, parents and teachers. They will also liaise and work with other staff from other Museum departments at all levels.

## **7. Financial/Budgetary/Staff/Other Dimensions**

The post holder has no staff to manage, but may be required to look after work experience students and casual staff within their area.

Customer Services Assistants have no direct budgetary responsibility. However, they handle cash and card transactions on a daily basis. They are required to:

- ensure that all aspects of sales activities are correctly carried out
- carry out accurate and correct financial reporting of information
- ensure that banking and associated work is carried out responsibly and accurately
- Ensure that all aspects of financially related paperwork are correctly dealt with

## **8. Skills, Knowledge and Experience**

### **8.1 Essential**

#### **Skills**

- Must be good communicators and able to deal with a wide range of people and situations without prejudice.
- Proven excellent customer care skills and the ability to deal with people of all ages are essential.
- A good standard of numeracy and literacy and a good command of written and spoken English



- The ability to work as part of a team is essential
- Must be honest, reliable and punctual
- Must be pleasant, tactful and capable; able to deal politely and effectively with the general public, all levels of colleague including staff and company representatives and external stakeholders.
- Ability to take a flexible approach to work, self-motivated and must be able to work on own initiative
- Must be organised and able to deal with multiple priorities and deadlines.
- Ability to produce accurate written communication under pressure that is legible and well structured, with correct grammar and spelling/punctuation.

### **Knowledge**

- A good level of IT/computer skills and a working knowledge of email, internet, MS Word and Excel

### **Experience**

- Experience of museums is not essential, however an interest in working in museums or visitor attractions and an appreciation and understanding of the role is expected.

## **8.2 Desirable**

- Experience of working in a customer facing environment.
- Experience of retailing using an EPOS system, preferably in a fast moving leisure based environment.
- Experience of working with children is an advantage.
- The ability to speak a second language would be an advantage
- A knowledge of the Museum's collections, and a working knowledge of the history of London Transport and contemporary developments in London's public transport system.

## **8.3 Additional Information**

- *Will undergo a criminal records check and will be required to have a clean record*



- Postholders must be able to carry out the following physical tasks within their daily work routine;
  - Access high and low level shelves.
  - Use safely ladders and kick-stools to access stock.
  - Lift and transport heavy boxes and equipment.
  - Clearly see and hear customers.
  - Clearly see and differentiate between stock and paperwork.

## 9. Safety

The Jobholder(s) must also be aware of and comply with the health and safety legislation and other Company requirements that are relevant to his/her post.

The post holder is required to take reasonable care for the safety and health of themselves and others who may be affected by their acts and to co-ordinate with management in the promotion and maintenance of health and safety measures.

## 10. Equality

The post holder must demonstrate commitment and enthusiasm to promote the principle of equality in employment and service delivery. The post holder must be familiar with and promote the Equality Employment Policy, ensuring promotion of equality in the workplace and setting the tone for behaviour between colleagues.

## 11. Any other information

### • Customer Service

At all times whilst on duty, dealing directly with customers or whilst wearing Museum Uniform, the post holder will be considered to be representing TFL and the Museum to customers and stakeholders. A high standard of Customer Service should be provided by portraying a smart, helpful and professional image. All staff are expected to deliver quality Customer Service in accordance with the Museum's policies, procedures and operating handbooks as appropriate.



- **Training and Development**

The post holder will be expected to take further training as and if needed in order to keep up to date with “best practice” within his/her field. The Museum will do all it can to help and support the post holder’s professional development.

The post holder will primarily be responsible for maintaining high quality customer service to members of the general public. The post-holder may additionally be required to work elsewhere in the Museum depending on the needs of the business. Full training and support will be provided for all roles undertaken. As part of the Museum’s goal to continually develop its staff, the post holder will spend a minimum of thirteen days a year working in departments elsewhere in the Museum.

- **External Professional Relationships**

All Museum post holders will be given opportunities and encouragement to work closely with external professional bodies and organisations as appropriate to build and maintain a personal network of benefit to the Museum.

Staff are encouraged to engage with museum activities outside and beyond their defined individual role in the organisation. The post holder will be expected to demonstrate a commitment to professional self development in the job through participation in appropriate external courses, seminars, mentoring etc and maintaining an awareness of best practice and issues in the museum and cultural sector.

The post holder is also expected to keep abreast of changes in legislation that may affect how they carry out their work within the Museum and ensure compliance with statutes and “best practice” is followed at all times.

- **Role in Project Teams**

The Museum promotes a Project Management culture which may require the post holder to project-manage teams that are appropriate to his/her remit. Where this arises the project task will dictate the working relationships with other departments. Where appropriate, Service Level Agreements (SLAs) will be put in place to ensure tasks can be completed satisfactorily.

Similarly, the post holder may be required to perform as a member of a task-based project team and as such will take instruction from the designated project manager as appropriate.



- **Scope**

In addition to the main accountabilities of the role, the post holder may be required, from time to time, to perform duties that might be outside of his/her immediate job description but which will ensure the effective running of the department which he/she works in.

- **Museum Code of Ethics**

The Museum as an organisation subscribes to the Museums Association Code of Ethics. The post holder is expected to familiarise themselves with this code which reflects the public service and individual values of the London Transport Museum

The code states that:

*'Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society.'*

The full text of the Code of Ethics can be found on the Museums Association website <http://www.museumsassociation.org/>

## 12. Signatures

Signature of job holder(s) ..... Date: .....

Signature of Manager: ..... Date: .....

