

## **Head of Visitor Experience & Civic Engagement**

### **Background**

For over a century the Whitechapel Gallery has premiered world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Mark Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Lucian Freud, Gilbert & George and Mark Wallinger.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the Gallery is open all year round, so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

### **Role and accountability**

This role is designed to cater for the gallery's growing need for internal and external engagement to be considered holistically. The outcome of the development of this role should be a greater engagement with the public which in turn will build an enhanced relationship with our visitor. The role will focus on setting targets key to the success of the Whitechapel Gallery Visitor Service Department, such as ticketing, memberships and editions sales. Messaging internally with staff will be detailed and inclusive considering the journey of the visitor, their needs and their desire for engagement.

The Head of Visitor Experience & Civic Engagement will link systems and processes to messaging and delivery. They will line manage the Visitor Services department and lead a dynamic team who can adapt to the pressures of the pandemic whilst exhibiting a 'next level' visitor experience. This role will answer to The Director of Operations & Visitor Services.

#### **Accountability**

The Head of Visitor Experience and Civic Engagement reports to the Director Operation and Visitor Services.

#### **Accountable**

The Head of Visitor Experience and Civic Engagement is responsible for the Visitor Services Supervisor and Gallery Ambassadors.

### **Job description**

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## Community

- Point of contact for policing and community engagement
- Development of training around areas such as anti-social behaviour and visitor experience
- Attends TAP community sessions
- Addresses homelessness issues and oversees management of Angel Alley safety
- Attends and contributes to access group
- Ensures delivery of website messaging consulting with Comms and other relevant departments
- Researches funding for community based projects that will tie in with visitor journey/engagement
- Connect and collaborate with operations department and contribute to duty management responsibilities
- Sundry Community engagement duties as required by the Director of Operations and Visitor Services
- Any other duties as deemed necessary by the Director of Operations and Visitor Services
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## Visitor Services

- Create and maintain a positive working environment for the visitor services department
- Working with the Visitor Services Supervision to ensure all relevant training is delivered to VS department whilst also looking into new forms of training for the department
- Create a department where information is passed on and tasks are fulfilled regularly and in a timely manner
- To ensure all shifts are filled in good time and all rotas are shared accordingly with staff informed of events well in advance
- To strategically plan the department and its daily activities working with the Director of Operations & Visitor Services
- Ensure that recruitment is completed in a timely manner with internal progression supported and focussed on
- Ensure specialised roles within department are being delivered with metrics assessed to measure delivery success
- Be responsible for the development and maintenance of systems and technology at the front of house area
- Ensure 1-1's are held with team members with performance regularly being assessed
- Formalise one to one meetings for the Visitor Services Assistants and Gallery Ambassadors
- Overseeing the cross departmental Visitor Services targets and deadlines

- Supporting the Visitor Services Assistant – Access with Access Group responsibilities, tasks and activities
- Line management of Visitor Services Supervisor
- Proactively develop membership strategy
- Encourage editions sales, setting targets and reviewing where necessary

#### Gallery Ambassadors

- Create a positive and energetic environment for Gallery Ambassadors
- Ensure timely recruitment of Gallery Ambassadors maintaining a clear and transparent communication with team
- Ensure that all shifts and rotas are filled and distributed to team in a timely manner
- Ensure all relevant training is delivered to GA department whilst also looking into new forms of training
- Create targets for Gallery Ambassadors tying into wider Visitor Services goals

#### Person specification

##### Key attributes

- Can positively lead and inspire a team
- Collaborative approach and excellent communication skills, both written and verbal
- Ability to meet targets and deadlines
- Brings creative and solution-based ideas to the table
- Have a passion for connecting with the public
- Can assess, review and improve on systems
- Proven time management and multi tasking abilities
- Meticulous organisational skills and attention to detail
- Commitment to the Whitechapel Gallery's values
- Excellent project and time management skills
- Excellent customer care with the drive to exceed expectations, ensuring service to highest standards

#### Equality, Diversity & Inclusion

The Whitechapel Gallery is undertaking a major policy review to address systemic discrimination; and considering what part we can play in reforming the arts sector overall. We are auditing our programmes, our staff and our audiences to assess successes and failures and bring about reform and innovation. Our Action Plan is guided by staff, but also draws on the experience of external organisations dedicated to combating racial injustice and social inequality. We want our workforce to represent all sections of the community and expect all our workers to have a strong commitment to work

with the Gallery in creating an equal, diverse and inclusive workplace. Our ambition is to reflect society and to create a diverse, inclusive and welcoming environment for all to experience art.

### **Conditions of work**

- Contract: Permanent
- Hours of work: 9.30am – 5.45pm (core working hours), Monday to Friday, plus some early morning, evening and weekend work, as necessary to meet the needs of the business, which will be compensated by time off in lieu.
- Salary: £3500 per annum
- The period of notice is 2 months in writing on either side
- Probation period: 6 months

### **In addition, the benefits you are eligible to receive are, subject to availability:**

- 25 days annual holiday (pro rata for part-time staff).
- Option of 4% of your gross salary provided as employers' pension contribution.
- Discount from the Gallery bookshop (subject to availability).
- Discount from the Townsend Restaurant (subject to availability).
- Discounts on editions (one per edition, subject to availability) and publications (subject to availability).
- Cycle to Work Scheme
- Annual research/travel grant.
- Training opportunities.
- Access to Employee Assistance Programme – 24/7 telephone and online resources.