

JOB TITLE: Supporters' House Host	REPORTS TO: Guest Services Manager
FUNCTION: Loyalty, Sales and Ticketed Experiences	DEPARTMENT: Loyalty, Sales and Ticketed Experiences
<p>JOB PURPOSE: To provide guests visiting Supporters' House with the very best in service. As the first point of contact, you will be a visible and approachable presence, building strong relationships with House Members, Patrons, Donors and Corporate Partners alike.</p> <p>The Gallery is committed to building and nurturing loyal and engaged audiences, so it's important for Hosts to work together with other customer facing teams in catering and security to give a warm and personalised welcome, tailoring the experience to each individual guest.</p> <p>This role supports the key elements of membership administration and sales to deliver a seamless, quality experience, driving engagement, revenue, and repeat visits. The role will work closely with additional Gallery departments, including the Development Team and Directors office.</p> <p>The role is based on a 7-day roster pattern with some weekends and evenings required.</p>	

Key Accountabilities	Key Activities / Decision Areas
1) Experiential	<ul style="list-style-type: none"> • Deliver exceptional and seamless service, providing a genuine welcome and goodbye to visitors of Supporters' House. • Good knowledge of all levels of support and engagement (Membership, Patronage, Trustees, Corporate Partnerships) and the benefits associated. • Deliver personalised and thoughtful service to all guests. • Identify returning Supporters, creating a space where repeat visits are encouraged, and visitors wish to return. • Engage in conversations with guests in the house, communicating patiently and generously to resolve any issues that might arise before they escalate. • Collaborate and communicate regularly with other front of house teams to ensure a one-team approach. • Keep up to date and informed on Gallery activity, attending daily briefings and having good knowledge of the exhibition programme • Take ownership of guest comments and complaints, responding professionally and acting quickly • Share any recurring feedback with management to help improve products and services.
2) Commercial	<ul style="list-style-type: none"> • Be an expert in all levels of support at the Gallery, with an understanding of the financial value of each level. • Upsell to higher levels of support where appropriate. • Recognise the potential of non-member visitors as prospective new supporters. • Promote and sell various add-ons throughout the year. • Handle private hire and private dining room enquires. • Be confident in the benefits of House Membership, with the ability to promote and upsell to prospective Members. • Have knowledge of Direct Debit and Gift Aid donations, and each of their financial benefits to the Gallery. • Process membership renewals • Event ticket sales • Direct Debit understanding

3) Operational	<ul style="list-style-type: none"> • Operate Tessitura, including selling of Memberships and scanning of Membership cards, processing donations, and Gift Aid input. • Work closely with the catering team to help manage bookings and guests arriving for bookings at the House. • Deliver a personal experience by directing or accompanying guests moving between the main Galleries and the House and help guests to make the most of what the Gallery has to offer during all stages of their visit. • Provide orientation and directional assistance to remove avoidable friction from people's journey, within the House space and further into the Gallery. • Support the Member Events team, assisting with the smooth registration and delivery of Member events in the House space. • Ensure the space is fully stocked for all Membership processes- membership cards/ till paper. • Follow security procedures, acting as the eyes and ears on the floor in collaboration with other FOH colleagues. • Understand how to encourage flow by operating queue and capacity management systems, remaining calm and welcoming. • Replying to email queries from members.
4) Team	<ul style="list-style-type: none"> • Work on a daily rota basis over 7 days. • Have a flexible attitude with the ability to adapt quickly, working in a fast-paced environment. • Foster a collaborative, dynamic team culture in partnership with other Front of House Gallery teams (Guest Experience, Operations, Catering, Security) whilst keeping in good contact with LSTE Back of House team. • Actively participate in regular team training.

Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
<ul style="list-style-type: none"> • No budgetary responsibilities. 	<ul style="list-style-type: none"> • National Gallery Supporters (Members, Patrons, Corporate Supporters) • National Gallery employees and Trustees • National Gallery Global employees

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ Warm, friendly and natural communicator. A highly social, outgoing individual who values personal interactions. ▪ Passionate about generating revenue for the Arts generated by loyalty schemes. ▪ Punctual, reliable and trustworthy. ▪ Ability to multitask and work in a fast-paced environment. ▪ Have a genuine passion for providing exceptional service. 	<ul style="list-style-type: none"> ▪ Understands delivering cultural experiences with the highest level of service. ▪ Commercial mindset with ability to upsell ▪ Keen interest and passion for customer/guest experience. ▪ Understanding in delivering special and memorable experiences. ▪ Confident using CRM database for managing memberships and customer data ▪ Knowledge of GDPR

<ul style="list-style-type: none"> Shows initiative and proactive approach to enhancing experiences. Adaptability and flexibility in handling various visitor needs. Exceptional customer service skills. Enthusiastic collaborator and team player. Committed to making the Supporters' House and Gallery accessible. Motivated and interested in industry trends. 	<ul style="list-style-type: none"> Able to gain commercial results, working as part of a team.
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The Promise Performance Behaviours (9)				
Passionate	Engaging	Polite	Positive	
Patient	Approachable	Adaptable	Consistent	Professional

Other considerations
<p>This role is on a 7-day rota, so Supporters' House Hosts should be available to work on any day of the week depending on their contracted shift pattern.</p>

