

JOB TITLE: Guest Experience Host	REPORTS TO: Guest Experience Manager/Guest Experience Supervisor
FUNCTION: Guest Experience & Sales	DEPARTMENT: Hosted Guest Experience
<p>JOB PURPOSE: The purpose of each Guest Experience Host is to connect guests with great art, the building, and our people in ways best suited to their needs. Understanding and anticipating the varying motivations of different audiences, they will work closely with other frontline teams to build on traditional elements of wayfinding and sales to deliver a seamless, quality guest experience, driving engagement, revenue, and repeat visits.</p>	

Key Accountabilities	Key Activities / Decision Areas
1. Conversational	<ul style="list-style-type: none"> • Deliver a truly inclusive service across all touchpoints and provide a genuine welcome and goodbye ensuring guests can access the Gallery, the collection, and its offering in a way best suited to them. • Be able to identify new and returning visitors and apply your learned knowledge of what motivates them to help tailor their experience and give them a reason to come back repeatedly. • Anticipate and engage in open conversations happening in the vicinity with a proactive rather than reactive approach, communicating patiently and generously with guests. Take ownership of resolving any problems that are hindering a guest's enjoyment of the Gallery. • Collaborate regularly with other frontline teams and engage with training to ensure a consistent guest experience across all touchpoints. • Act as a link between the collection, Gallery, and guest, such as by telling stories, signposting to activities, and highlighting interpretation. • Take ownership of guest comments and complaints, responding responsibly and acting quickly. Gather qualitative and quantitative data to inform ongoing improvement to products and services.
2. Experiential	<ul style="list-style-type: none"> • Be committed to delivering an exceptional, enriching experience to guests. • Be able to identify the needs of individuals/groups to tailor recommendations that complement and enhance their time in the Gallery. Contribute to a culture of ongoing, continuous improvement. • Engage with training, to deliver authenticity when offering an upsell opportunity or asking for donations. • Host the thresholds into the Gallery, Exhibitions, Cloakroom, and Theatre ensuring seamless transitions and the appropriate level of guest service for each area. Ensure every point of interaction is exceptional from the Welcome to the Exit. • Talk about retail opportunities and commercial ventures and their relevance to the collection and Gallery to enhance the guests' experience and deepen their understanding. • Ensure every guest interaction increases the level of thoughtful engagement with the Gallery's products and services, recommending the correct balance of both free and paid activities within the Gallery on the day, and in the future.

<p>3. Navigational</p>	<ul style="list-style-type: none"> • Provide orientation and directional assistance to remove avoidable friction from people's journey into and around the Gallery. • Understand how to encourage flow by operating queue management systems and managing visitors, queues, and crowds with a calm operational confidence across the Gallery Exhibitions and Public Realm in collaboration with the Operations and Security colleagues. • Report and monitor signage or visitor information needs, adhering to NG's brand guidelines when communicating with guests. • Deliver a personal experience by directing or accompanying guests moving between thresholds and to help them to make the most of what the Gallery has to offer during all stages of their journey, from the public realm into the building, between galleries, and into F&B and Retail.
<p>4. Functional</p>	<ul style="list-style-type: none"> • Operate Tessitura systems, including selling and scanning of Tickets, Membership services, Donations, Cloakroom, and Gift Aid input. • Meet and exceed Guest Experience commercial and service level KPIs and revenue targets by actively promoting Multimedia Tours, Ticket Sales, Membership, Cloakroom, and Donations goals. • Confidently sell products and services through POS and booking systems, acting dynamically when service is needed via static, roaming, or self-service options. • Act flexibly with understanding and care when administering visitor guidelines and the admissions policy. • Follow security procedures, acting as the eyes and ears on the floor in collaboration with other FOH colleagues.
<p>5. Team</p>	<ul style="list-style-type: none"> • Work on a daily rota basis over 7 days, covering all Guest Experience roles across the Gallery, with some occasional early mornings and late nights. • Work closely and collaboratively with the Commercial Service, Retail, F&B, Housekeeping, Operations, and Security teams to ensure consistency, accuracy, and development of information for each other and guests. • Respectfully and informatively communicate with colleagues. Share and receive constructive feedback with an open approach to change. • Actively participate in regular training and development, be it classroom style learning, practical experience, or coached improvement. Stay up to date with latest products and service led practices.

<p>Role Dimensions</p>	
<p>Financial (limits/mandates etc.)</p>	<p>Non-financial (customers/staff etc)</p>
<ul style="list-style-type: none"> • Cash Handling, including daily reconciliation. • No budgetary responsibilities. 	<ul style="list-style-type: none"> • National Gallery Visitors and Customers • National Gallery employees • National Gallery Global employees • External Event and Travel Trade partners

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ Dedicated to growing and developing. ▪ Calm and focussed in a variety of situations. ▪ Natural communicator. ▪ Shows initiative and proactive approach to enhancing experiences. ▪ Adaptability and flexibility in handling various visitor needs. ▪ Exceptional customer service skills. ▪ Capable of collating, receiving, and responding to feedback. ▪ Enthusiastic collaborator and dedicated team player. ▪ Attentive to detail for visitor comfort and safety. ▪ Proficient in utilising relevant technology. ▪ Motivated and interested in industry trends. 	<ul style="list-style-type: none"> ▪ Understands delivering cultural experiences. ▪ Thrives in a fast pace, multifaceted environment. ▪ Commercial competency. ▪ Keen interest and passion for customer/guest experience. ▪ Understanding in delivering experiences through products and services. ▪ Comfortable and confident using POS and ticketing systems. ▪ Able to gain results, working as part of a cohesive team.

The Promise Performance Behaviours (9)				
Passionate	Engaging	Polite	Positive	
Patient	Approachable	Adaptable	Consistent	Professional

Other considerations
This role is on a 7 day rota, so Guest Experience Hosts should be available to work on any day of the week depending on their contracted shift pattern.

Organisation Structure for role and department

