



VISITOR EXPERIENCE COORDINATOR



School Girls; Or the African Mean Girls Play
Photo by Manuel Harlan



Accidental Death of An Anarchist
Photo by Helen Murray



Iphigenia in Splott
Photo by Jennifer McCord

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future. A local theatre with a national impact.

LYRIC VALUES

Work with integrity and respect

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

Every day we learn and grow

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

Be ambitious and action-focused

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

Serve our West London community

We are here for the people of West London, every decision we make and action we take should benefit our community.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to jobs@lyric.co.uk and fill up **online equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **10am on Monday 26 February**
Interviews will be held on **Friday 01 March or Tuesday 05 March 2024**

If you would like to submit your application form in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative.

DESCRIPTION FOR THE POST OF VISITOR EXPERIENCE COORDINATOR

Responsible to:	Visitor Experience Manager
Contract:	Full-time, permanent role
Salary:	£28,150 per annum
Hours:	<p>The post-holder will be expected to do some evening and weekend work to fulfil the requirements of the role. Standard operational hours are Mon – Sat 08:30–23:30 and the post holder would be expected to work shifts covering some of these hours.</p> <p>The Lyric has a House Agreement, this role works to the Front of House agreement.</p>
House Agreement Type:	Front of House Agreement
Holiday:	30 days per annum, including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days
Notice period:	Two months
Probationary period:	Six months
Pension:	3% pension contribution after qualifying period
Other benefits include:	Season ticket loans, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

MAIN PURPOSE OF POSITION

The Visitor Experience Coordinator is a key role within the Visitor Experience department and forms a crucial part of the VE management team. This role deputises for the Visitor Experience Manager where necessary, in addition to taking full operational control of the building and the visitor operation – which includes all customer contact points within the Visitor Experience, Bars & Catering, and Box Office departments – and will additionally be the Duty Venue Manager during performances, events, and other activity.

This role has operational responsibility for the health and safety of all building users, including staff and public, coordinates the on-the-ground response to an incident, and acts as a key communications conduit between all operational departments, including Production, Facilities, Young Lyric, and the visitor facing teams. This role also has a large role in the operational and commercial planning stages of activity at the Lyric including producing in-house merchandise.

PRINCIPAL DUTIES

Visitor Experience & Operations

- On a rotational basis, act as the Lyric Duty Manager, taking operational control of the building and the wider on-site visitor experience
- Provide relief support within the Visitor Experience department as and when required.
- Maintain familiarity with the duties and responsibilities with the roles within the Visitor Experience department.
- Understand the objectives of the Licensing Act 2003 and its practical application in a venue and/or operational setting.
- Be aware of the operating conditions outlined in the Lyric's premises license and ensure its daily operation is in accordance with the license. Report any licensing issues or concerns immediately to the Designated Premises Supervisor.
- Be a visible presence in the Lyric's public areas for staff and visitors, to monitor service level and performance.
- Champion excellent customer service across all visitor facing teams, including Box Office, Bars & Catering, and Visitor Experience. Oversee the daily operation of, and provide direction to, these departments and ensure workloads and tasks are managed and completed effectively and in a timely manner.
- Act as a brand ambassador at all times ensuring all Front-of-House areas (including the Lyric Bar and the Roof Garden) and signage are presented at a high standard.
- Report maintenance issues swiftly in line with Lyric reporting procedures.
- Communicate regularly with the Box Office team to understand policies, special offers, and related procedures.
- Maintain familiarity with the Lyric's Terms & Conditions of sale and Conditions of Entry.
- Follow the Lyric's Emergency Procedures and Disaster Recovery Plan.
- Carry out regular building health, safety, security, and presentation standards checks following up on the results of these as appropriate
- Carry out prompt incident reporting in the event of security incidents, accidents, or near misses, in line with Lyric reporting procedures.

- Support the Visitor Experience Manager in the development of a robust Access policy
- Support the Box Office team with the processing of accessible ticket bookings and providing venue accessibility information as required
- Support the wider commercial directorate in the implementation and delivery of front-line customer service policies, feedback and complaints policy, and overall customer experience strategy
- Create and disseminate function sheets, operations summaries, or operations plans for upcoming events, as directed by the Visitor Experience Manager

Commercial

- With the Visitor Experience Manager, Bars & Catering Manager, and Commercial Director, take the lead on planning and delivering the customer experience and ambience within front of house spaces during Main House and Studio shows
- With the Visitor Experience Manager, lead on the management of the merchandise operation, exploring new opportunities for sales and commissions.
- Produce in-house merchandise, both generic and show-specific, with support and guidance from the Visitor Experience Manager
- Assisting in the responsibility for the ordering, inventory management and stock control of all retail and confectionery items alongside the monitoring of sales and relevant incentives
- Support other commercial ventures across the organisation and be a champion for the visitor and end user of commercial services

Team Management

- In line with the Lyric's rota policy, allocate casual Visitor Experience and Bars & Catering shifts. Manage and maintain the casual rota including processing shift swaps, approving casual holiday leave, and monitoring staff absence
- Assist the Visitor Experience Manager and Bars & Catering Manager with line management of casual staff, through the delivery of annual reviews, performance updates and feedback.
- Support the Visitor Experience Manager and Bars & Catering Manager with the recruitment, induction and training of all casual staff across these departments.
- Motivate and encourage customer facing teams, ensuring that all staff on duty provide the highest standards of customer service and experience, through training, service monitoring, evaluation and feedback

Administration

- Deputise for the Visitor Experience Manager as and when required.
- At the direction of the Visitor Experience Manager, lead on the operational planning for activity across the building, to include attending performance read-throughs, rehearsals, and production meetings.
- Work with the Communications & Sales team to establish audience profiles to better plan for audience needs.
- Work with both the Production and Producing teams to establish the content of performances to ensure staff and public are fully informed for content warnings.
- Help manage the Lyric's Lost Property procedure and other regular administrative tasks required by the Visitor Experience Manager to ensure compliance, safety, and a smooth overall visitor experience.

- Support the Visitor Experience Manager with the creation and implementation of Standard Operating Procedures, Risk Assessments, Checklists, Inspections, and Operational Plans.
- Take a lead on Visitor Experience project work as agreed with the Visitor Experience Manager
- Support the Visitor Experience Manager and Box Office Manager with any follow-up customer service for new access bookings
- Ensure that financial procedures and policies are followed with respect to Visitor Experience Sales, and that adequate audit trails are in place for all activity in accordance with Finance Department requirements

Health & Safety

- Support the Visitor Experience Manager in carrying out relevant risk assessments in relation to visitor experience/operations
- Follow all processes and procedures for the Health & Safety of all building users while on duty and report incidents and concerns as per the Lyric's processes.
- Follow the Lyric's fire safety and security procedures at all time.
- Attend regular H&S training as required by the Visitor Experience Manager
- Act as a duty first aider and be the first responder to medical complaints and incidents on site, ensuring appropriate follow-up action and reporting is carried out within an acceptable timeframe
- Keep abreast, and understand the practical applications of, current Health & Safety legislation

GENERAL DUTIES

- Assist the Visitor Experience Manager and provide general support
- Contribute to all areas of the Department as necessary, taking on specific projects with respect to the development of the Department
- Provide strong communication across the team and department
- Understand the requirements of the Equality Act 2010 and its practical applications to a venue and operational setting.
- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.
- To adhere to the Lyric's Equality Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.
- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Commercial Director as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSON SPECIFICATION

Essential Criteria

- Experience of duty management in a similar sized venue
- Excellent problem solving and communication skills
- Fast thinker with a proven track record of making quick and difficult decisions
- Forward planner, with ability to learn from past activities or operations
- Excellent administrative and time management skills
- Experience of leading, managing, and motivating a team, including delegating tasks managing team workload, and line management
- Experience of managing health and safety procedures, carrying out dynamic risk assessments, and implementing and documenting appropriate control measures
- Understanding of, and experience of operating within, the condition and objectives of the licensing act 2003 and the premises license
- Excellent customer care skills in a managerial or supervisory capacity
- Excellent cash handling skills
- Excellent IT skills including using MS Word, Excel and Outlook
- Able and willing to work shift patterns including early starts, late finishes, weekends and bank holidays

Desirable Criteria

- First aid, fire warden, and Food Safety (level 1 or level 2) trained (or willing to undertake training)
- Experience using various ticketing, rota, HR, bookings, and EPOS systems, preferably Spektrix, Parim, Artifax, and PointOne
- An interest in, and knowledge of, the Lyric's artistic programme, mission, and core values

Because of the nature of the post, involving working with children and young people, the successful applicant will be subject to a Disclosure and Barring Service (DBS) check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions spent or unspent. Only relevant convictions and other information will be taken into account.

EQUALITY & DIVERSITY

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio- economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and supports parents and carers working in theatre.

APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

LYRIC CONTACT DETAILS

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk.

We look forward to receiving your application.