



Guest Experience Manager

Job Description
Person Specification

September 2021

Wycombe Swan is part of HQ Theatres & Hospitality's (HQT&H) portfolio of twelve regional theatres and live entertainment venues and is part of the Trafalgar Entertainment family. **HQ Theatres & Hospitality** manage 12 venues on behalf of local authorities across the UK; from live music venues and concert halls to large auditoria presenting top West End productions, high profile live music and comedy, ballet, opera and family theatre, HQT&H are recognised for providing industry-leading hospitality and first class customer experiences.

Wycombe Swan is located in the heart of the High Wycombe town centre and comprises of three distinct spaces to provide the people of Buckinghamshire with top-quality musicals, drama, comedy, dance, family shows, one night events, and a world-class pantomime. With a capacity of 1,076 seats, the Main auditorium boasts superb acoustics, a large stage and adaptable seating. The historic Old Town Hall offers a smart, distinctive, multi-use space with staging and seating up to 400 and 600 standing. Rounding off the spaces is the ornate Oak Room, providing a glorious and elegant setting for events of up to 120 people. More than just high quality programming seen in the main space, Wycombe Swan regularly hosts conferences, graduations, parties and weddings, with exquisite food provided by the in-house catering team.

The Wycombe Swan and Old Town Hall has always been at the heart of the Wycombe community. We are proud to be a venue that supports local community hires, alongside nurturing the young talent of Bucks through our youth drama activities. Playing our part during the Coronavirus pandemic operating as a vaccination centre for the NHS, we are now looking to grow our team with passionate and talented individuals.

- Employment type:** Full Time
- Salary:** c. £27,000 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours will include evenings, weekends and Bank Holidays.
- Work location:** You will be based at Wycombe Swan and may be required to travel to and work at other HQ venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** The Guest Experience Manager will have strong customer service skills, the desire and ability to make a difference and passion for the entertainment industry. They will lead the Front of House and Volunteer team ensuring high levels of customer service are always given to patrons attending the Wycombe Swan, whilst assisting the Hospitality General Manager to maximise income potential.
- Our ideal candidate:** A self-motivated individual with a proven interest in Theatre. You will have experience leading a team, a strong ability to exercise initiative and take personal responsibility in resolving issues independently. A positive and enthusiastic attitude to work with excellent verbal, interpersonal and good written communication skills. Strong organisational and time management skills which enable you to work effectively under pressure and have the flexibility to adapt quickly as needed. You will take pride in delivering a clean, safe and enjoyable environment through excellent customer service and attention to detail.
- Closing date:** Monday 18th October , 10am
- How to apply:** Please submit a CV & covering letter to admin@wycombeswan.co.uk with the subject title 'Guest Experience Manager'. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

REPORTING

You will report directly to the Hospitality General Manager.

The posts you will line manage in this role include the Assistant Front of House Manager, Casual Duty Managers, Volunteer Co-ordinator and Volunteer Ushers.

KEY ACCOUNTABILITIES

Strategic

- Develop, implement and manage the highest standards of Customer Service in all Front of House and backstage areas, including communication and guidance for staff and volunteers.
- Deliver our 'Four Pillars' customer services training programme for staff and volunteers, in line with HQ Theatres and Hospitality Ltd policies, ensuring the maximum involvement of all Front of House staff, and within appropriate service standards and targets.
- Organise and deliver regular induction days for Front of House staff and volunteers and ensure that training materials are accurate, appropriate and up to date.
- Duty Management of public events at the venue so as to ensure that they are appropriately staffed to ensure the highest standards of customer care and safety.
- Liaison with Visiting Company and Tour Managers as required as part of show duty management responsibilities, and to ensure their requirements are met.
- Management and collection of all feedback from customers (including comments, compliments and complaints) and ensuring prompt responses after appropriate investigation. The identification of any necessary improvements to service standards to improve the venue's performance against its targets, objectives and standards.
- Within the department, to identify and implement, any new areas of business likely to enhance the profitability of the venue, and identify possible new revenue streams.
- Ensure that the venue's public operations conform to all appropriate legal and regulatory controls and measures which are related to any area of the post holder's accountabilities.
- Maximise income potential in secondary spend areas in relation to the programme of events – including kiosk sales, house and touring merchandise.
- Take the lead role in ensuring presentation standards across the venue exceed expectations at all times.
- Provide regular and accurate financial reports, helping to analyse profit and loss with regards to front of house revenue lines and act swiftly to make decisions which will improve profitability.
- Work within and outside the venue to promote the services offered and helping to maintain the venues position within the community.

Operations

- Ensure that procedures are in place for the safe opening of the building and that information relevant to that day's events is available.
- Be responsible for training of Duty Managers and ensuring they are kept updated of any changes in operational requirements.

- Overall responsibility for effective management of the Volunteer Ushers and maintaining excellent communications with this team, creating Front of House rotas that are accurate, and take all operational factors into account.
- Establishment of a visible and accessible Duty Management profile throughout the venue to foster good relations and to provide support, advice and assistance to all staff and visitors.
- Support other customer facing departments in day to day delivery of customer facing services e.g. assisting Hospitality colleagues at times of greatest demand
- Assist and liaise with the Marketing Team to ensure all publicity and marketing material is displayed effectively both internally and externally.

Health & Safety

- As part of the Duty Management team you will be the nominated First Aider when on duty will be required to deal with any accidents or incidents that occur, ensuring that they are accurately recorded and followed up if required.
- As required by the Buildings and Technical Manager, contribute to the development and management of Health and Safety at Work policies at the venue, in line with HQ Theatres and Hospitality policies; ensuring that all venue Front of House staff, visitors, volunteers and work experience students are fully briefed and (where appropriate) trained in line with Health and Safety policies.
- The implementation of the venue's emergency and evacuation procedures including all relevant training, drills and briefings in collaboration with the Senior Management Team and the relevant statutory authorities.
- Undertaking and documenting of risk assessments relevant to the front of house department including dissemination and review.
- Be the responsible person for the safety of customers and staff involved in the event, ensuring compliance with all Licence and Fire Regulation requirements when acting as Duty Manager.
- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.

Recruitment, Training and Development

- Assist the venue management team with the recruitment, induction and training of team members and volunteers
- Deliver and monitor the HQ Theatres & Hospitality 'Four Pillars' customer service programme.
- Undertake training and development relevant to the successful execution of the job role.

Other Responsibilities

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- At all times, act as an ambassador for the venue and HQ venues.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- Experience in a customer service-led environment catering for a large number of members of the public.
- Experience in addressing and managing customer complaints and dissatisfaction.
- Proven ability to respond positively to a pressurised environment and adopt a positive approach to problem solving.

Skills

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- The ability to inspire and motivate a large team of volunteers.
- A leader with the ability to support a large team while delivering results.
- High level written, numeracy and verbal communication skills.
- An excellent manner when dealing with the public, stakeholders and industry colleagues.
- An ability to be flexible to business needs and work calmly and effectively under pressure.

Attitude

- A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work flexible hours including evenings, weekends and Bank Holidays.

Desirable

- Experience of working in an entertainment/ Theatre environment
- Formal training to assist in the delivery of effective staff training, i.e. Train the Trainer
- IOSH, Personal Licence and First Aid qualifications
- Knowledge of ticketing systems