

JOB TITLE: Guest Services Assistant	REPORTS TO: Guest Services Supervisor
FUNCTION: Guest Services	DEPARTMENT: Loyalty, Sales and Ticketed Experiences
JOB PURPOSE: To support the Loyalty Sales and Ticket Experiences team by providing excellent customer service and generating income through Membership acquisition and renewals as well as exhibition tickets, events and other commercial product sales. Ensuring customer queries are dealt with on a timely basis. The core hours of the role are 9 am – 5 pm, on a 7 day pattern.	

Key Accountabilities	Key Activities / Decision Areas
1. Commercial products and customer focus	<ul style="list-style-type: none"> <input type="checkbox"/> Assist in the overall membership and commercial targets of the department Sell <input type="checkbox"/> Membership, tickets and audio guides as appropriate. Deal with customer enquiries and complaints across all sales channels via the web, phone, email and onsite. <input type="checkbox"/> Hosting and attending events, welcoming Members, which will involve activities outside of regular office hours. <input type="checkbox"/> Process completed Membership forms and cheques received in the post.
2. Data management and financial reporting	<ul style="list-style-type: none"> <input type="checkbox"/> Ensure Direct Debit instructions are processed promptly and accurately on receipt, ensuring that the Gallery complies with the Direct Debit guarantee. <input type="checkbox"/> Ensure the user manuals for the CRM System (Tessitura) are kept up-to-date and current. <input type="checkbox"/> Support the Database Manager with database reports and financial processes, including fulfilment and Direct Debit processing.
3. Relationship building and management	<ul style="list-style-type: none"> <input type="checkbox"/> Dealing politely and efficiently with the public on a daily basis. <input type="checkbox"/> Supporting visitor facing staff to sell and promote Membership onsite through training and guidance and encouraging a one-team approach to performance targets and sales.
4. Communications	<ul style="list-style-type: none"> <input type="checkbox"/> Ensuring that all customer communications are answered and actioned within the stated time frame. <input type="checkbox"/> Supporting the smooth running of Membership and Ticketing communications by monitoring and managing stock levels including packing and distributing Membership Welcome Packs <input type="checkbox"/> Handling requests for information about visiting the Gallery, including local information <input type="checkbox"/> Responding to accessibility enquires and reservations, copyist applications and lost property enquiries
5. Team management and liaison	<ul style="list-style-type: none"> <input type="checkbox"/> Work with various internal stakeholders to ensure that online Gift Membership and promotional offers in shop stores are maximised.

Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
Role contributes to the overall aims and objectives of Loyalty, Sales and Ticketed Experiences, including Membership, ticketing, and commercial sales at the National Gallery.	Role holder is accountable for the sales and customer care of membership, tickets and audio guides across a variety of sales channels (e.g. web, phone, email and onsite), dealing with customer complaints and enquiries, ensuring sales targets online and onsite are achieved, promotional offers are maximised, and direct debit instructions are processed promptly and accurately.

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ☐ Ability to assess and creatively solve problems using administrative and organisational skills ☐ Ability to think on feet when talking to Members and potential Members ☐ Ability to coordinate, demonstrating strong experience of working in a coordination/assistant role or equivalent ☐ Ability to communicate successfully and engage with customers, using positive and engaging language over phone and email. ☐ Ability to prioritise tasks and effectively manage time ☐ Ability to manage reputation with a strong understanding of the brand ☐ Ability to work with co-workers effectively ☐ Honesty- approachable and personable ☐ Problem-solving – motivated to spot and react accordingly to problems with excellent customer service at the forefront ☐ Strong work ethic to meet targets and deadlines 	<ul style="list-style-type: none"> ☐ Ability to communicate fluently in English, both orally and in writing ☐ Ability to maintain appropriate records of members demonstrating an understanding of GDPR ☐ Ability to efficiently use CRM databases, such as Tessitura, to manage customer enquiries and bookings ☐ Clear understanding and experience setting up Direct Debits, and Gift Aid declarations.

Organisation Structure for role and department
The Promise Performance Behaviours (9)
Passionate Engaging Polite Positive Patient Approachable Adaptable Consistent Professional

