

JOB DESCRIPTION

TITLE:	Visitor Experience Leader
REPORTS TO:	Head of Centre Services and Operations
CONTRACT:	Full-time 37.5 hours per week
SALARY:	Grade 2c: Range: £25,000 - £29,400

KEY RESPONSIBILITIES

Dundee Science Centre is an award-winning charity located in the heart of Dundee, often referred to as 'the coolest little city in Britain' (GQ Magazine). Our primary goal is to make science accessible to everyone, and we do this by offering engaging, hands-on STEM experiences both at our visitor centre and beyond.

We provide a range of interactive installations and experiments that showcase science, technology, engineering, and maths (STEM) in a way that is engaging for all ages. In addition to the visitor experience, we offer STEM outreach to schools and communities, ensuring that these subjects are made relevant and exciting for a wider audience.

By partnering with researchers and companies, we aim to make complex scientific concepts more understandable and relatable. Our work spans daily visitor interactions, educational programs, and ongoing partnerships to ensure we are continuously innovating in how we present and deliver STEM learning.

As a Visitor Experience Leader at Dundee Science Centre, you will be at the forefront of delivering an unforgettable and dynamic experience for every visitor. You will take charge of the day-to-day operations of the Centre, ensuring that both staff and visitors enjoy a seamless and engaging experience. The role is a blend of leadership, operational oversight, and active visitor engagement, requiring a proactive and hands-on approach to managing events, customer service, and operational tasks.

As part of our commitment to inclusion and diversity, you will play a vital role in promoting and upholding a culture where everyone feels welcome and valued. Whether leading a team of passionate staff or handling complex visitor needs, you will maintain the high standards of service that define Dundee Science Centre.

The successful candidate will be a strong collaborator, with exceptional customer service skills and meticulous attention to detail. You will be enthusiastic and resourceful with a confident nature and the ability to work independently as well as part of a small team.

The post holder will be expected to work flexibly within the Dundee Science Centre team.

This post is available on a full-time basis. Hours of work will be flexible depending on the availability of the individual; and will include shifts over the weekend and evening work.

MAIN DUTIES

- You will manage and motivate a skilled and passionate team by providing clear direction, fostering a positive work culture, and offering continuous support and development opportunities. By empowering your team and encouraging collaboration, you will ensure they are fully engaged and equipped to deliver an outstanding and memorable visitor experience at all times.
- You will drive exceptional customer service by building positive relationships with visitors, addressing enquiries or concerns promptly, and ensuring an engaging, welcoming experience that fosters high satisfaction and repeat visits.
- You will oversee the daily operations of the Centre, ensuring that all areas are well-maintained, safe, and fully operational. You will also track visitor numbers, feedback, and performance metrics regularly, using data to drive operational improvements, enhance the visitor experience, and report key findings to senior management to support informed decision-making. You will take charge as Duty Manager, supervising staff and operations during shifts, ensuring the smooth execution of daily tasks, handling emergencies when they arise, and maintaining a safe and well-coordinated environment for both staff and visitors.
- You will collaborate with internal teams and external partners to develop and deliver high-quality programmes and events, while fostering a positive, inclusive workplace culture that motivates staff and encourages continuous learning and development.

Tasks/Responsibilities

- Ensure all daily activities and functions are executed smoothly and efficiently.
- Take ownership of the visitor experience, ensuring every guest feels welcomed, valued and informed throughout their visit.
- Manage the opening and closing procedures of the Centre and ensure all areas are set up, cleaned, and fully operational according to standard operating procedures.
- Monitor visitor experience throughout the day, ensuring all facilities are in excellent working condition and that any issues are addressed promptly to minimise disruption.
- Oversee the operational aspects of events, exhibits, and visitor flow, making real-time adjustments to improve efficiency and visitor satisfaction.
- Ensure all safety protocols are followed, including risk assessments and emergency procedures, to guarantee a safe environment for visitors and staff.
- Act as the first point of contact for any escalated visitor concerns or complaints, handling these in a calm, effective manner to ensure high visitor satisfaction and positive outcomes.
- Serve as the central point of communication for all team members during shifts, ensuring smooth coordination between departments and facilitating effective problem-solving.
- Create an atmosphere that encourages visitor engagement by promoting interactive exhibits, hands-on activities, and educational experiences, making each visit memorable.
- Ensure that revenue from admissions, events, and retail operations are accurately tracked and reported, maintaining transparency and accountability.
- Bank all monies taken from till sales and organise safe storage and uplift to bank.

Other

- Contribute to the development of Dundee Science Centre's Inclusion and Diversity strategy and policies.
- Responsibility to keep own professional knowledge and skills up to date.
- The additional duties referred to in the KPI's section below will be allocated based on the individual's experience and expertise and will align with organisational needs.
- Any other duties considered appropriate or required due to business needs.

PERSON SPECIFICATION

Essential Skills and Attributes

- Proven experience in a leadership role within a visitor attraction or customer-focused environment, with a strong understanding of duty management responsibilities.
- Excellent communication skills, with the ability to engage with visitors and staff at all levels, providing clear and helpful guidance.
- Strong organisational skills and the ability to multitask effectively, particularly in high-pressure situations.
- A passion for delivering outstanding visitor experiences and contributing to a positive workplace culture.
- An advocate for diversity, equity, and inclusion, both within the team and the visitor experience.
- Ability to work independently and as part of a team, showing confidence and initiative.

KEY PERFORMANCE INDICATORS

Your role will be measured by the following KPI's:

1. 30% Responsible for additional duties.
2. 35% - Ensure operational efficiency within the running of the centre, ensuring our offer and our team meet the required standards of quality and efficiency.
3. 20% - Be an advocate for excellent customer service, working to improve our internal and external customer ratings.
4. 5% - Be an ambassador for DSC and work in line with our vision, mission and values.
5. 10% - Your personal and professional development: with your line manager, identify and undertake training as necessary.

PERSONAL QUALITIES

- Confident and comfortable working in a public facing environment, interacting with a variety of diverse audiences.
- Problem solver, quick thinker
- Approachable individual
- Motivation to work with colleagues to ensure quality assurance
- Enthusiastic, reliable, hard-working, and willing to 'muck in' when needed.

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time. Therefore, this is not a contractual document. The post holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job.