



JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES) Manager Template

JOB TITLE:	Front of House Manager		
GRADE: JOB CODE:	Grade 7 NEI26FRONG7	SERVICE AREA:	Regeneration & Economy
REPORTS TO:	Head Of Finance and Resources	LOCATION:	The New Art Gallery Walsall
SPECIAL CONDITIONS:	<ul style="list-style-type: none">Contracted hours to be worked 3 days out of 7. The regular working week will be Thursday, Friday, Saturday and evening working as required, including acting as daily Duty Officer.This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers.		

At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:

- Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

1. Corporate duties and accountabilities:

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.
- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in

employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.

- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

2. Main purpose of the job role:

- To co-ordinate the planning and management of front of house functions at The New Art Gallery to deliver an efficient and effective service to the public.
- To facilitate the efficient delivery of services to include Gallery Assistant organisational and staff development, the visitor experience and reporting of performance management information.
- To manage conference bookings for The New Art Gallery, liaising closely with clients and users.
- To act as daily Duty Manager.
- To communicate verbally with visitors and provide advice and/or information in accurate spoken English.
- To support income generation opportunities including the NAG shop / retail area, on line ticketing system, Limited Edition Print sales and venue hire.

3. Role specific duties and accountabilities: *please refer to [role of the manager](#) detail or advice & guidance document*

Horizon Scanning

- To champion the needs of the visitor at management level and contribute a visitor perspective to the New Art Gallery's planning process
- To enhance the visitors experience

Leading People

- To devise and line manage the Front of House systems and Gallery Assistant rota for the New Art Gallery in order to safeguard and enhance the visitor experience.
- To co-ordinate the recruitment and induction assessment of all Gallery Assistant staff.
- To liaise with the Director and Head of Finance & Resources on resolution of human resource and personnel issues in relation to the Gallery Assistant Team
- To collaborate with NAG senior managers on the development of staff training and development strategies and policy in relation to the Gallery Assistant Team.

- To directly line manage the Gallery Assistant team, including responsibility for on the job training, personal development and support and conducting performance and development reviews.
- To co-ordinate staff briefings to allow Gallery Assistants to respond effectively to the public's enquiries and requests and to prepare Gallery Assistant's for the delivery of exhibitions, events and previews
- .To manage and monitor the GA's timeclock records, holidays and sickness records.

Managing Resources

- To liaise with senior management (Director, Head of Exhibitions, Collections Curator and Head of Technical services) for the security and safety of art within the gallery.
- To liaise on a day to day basis with security staff.
- To prepare in liaison with the Head of Finance & Resources service levels or contracts with external contractors providing cleaning and catering services to ensure high standards required are achieved and maintained
- To co-ordinate and collaborate with other Senior Managers on advancement of Health and Safety policy and issues including emergency procedures, fire safety and building evacuations.
- To liaise with Head of Technical Services on the regular organisation and practice of evacuation and emergency procedures, and act as cover for the Fire Safety Co-ordinator.
- To co-ordinate risk assessments for areas of the NAG and ensure that Health and Safety regulations are adhered to in liaison with the Head of Technical Services
- To coordinate responses from Gallery Assistants on Health & Safety issues and promptly liaise with the Director and Head of Technical Services.
- To support the maintenance of excellent standards of housekeeping and security in the building, reporting problems as they are witnessed.
- To liaise with the Head of Technical Services on building maintenance work including decoration, lighting, plumbing and heating, where required in the general maintenance of the building.
- To liaise with the Head of Technical Services on the maintenance, repair and efficiency of the NAG's Building Management System (ie lifts, environmental controls, fire safety systems, intruder alarms, sprinkler system, electronic blinds etc).
- To ensure, in liaison with the Head of Technical Services, that the building environment is a healthy and safe place, with particular emphasis on the monitoring and maintaining of storage and gallery spaces.
- To support income generation opportunities including the NAG retail area, on line ticketing system, Limited Edition print sales and support conferencing in liaison with the Head of Finance & Resources.

- To manage and actively promote commercial hire and group bookings for the Gallery, liaising with potential customers, giving tours of venue spaces; advising on availability, costs, capacities, risk and insurance, catering/refreshment offer, technical equipment availability and arranging talks through the Gallery Assistant/Curatorial Team as appropriate and arranging invoicing accordingly.
- To assist with practical operational issues to facilitate exhibition previews, events and programming to be delivered to the public or to liaise with the relevant member of staff
- To collaborate with other managers to respond to insurance issues as they arise.
- To be a named person for child protection reporting.

Managing Performance

- To monitor public suggestions and complaints, ensuring that queries are promptly acknowledged and passed to the appropriate member of staff or by reporting to the Director and Head of Finance & Resources.
- To assist in the collection and delivery of Performance Management indicators and information, including visitor figures for the Director and Head of Finance & Resources and Gallery Management Team.
- To liaise with the Head of Finance & Resources and monitor budgets and spend, in line with council policy, for allocated resources for the Front of House functions.

Managing Self

- To keep abreast of best practice in customer care and visitor services through regular training.
- To act as daily Duty Manager, Thursday, Friday and Saturday.
- To act as Duty Manager for evening events.
- To act as a key holder and be trained in opening up and locking down the New Art Gallery and be available on the call out register.
- To undertake any other duties, as may be reasonably required by the Director, Head of Finance and Resources and senior management.

4. Key Stakeholders and reporting lines

- Reports to Head of Finance and Resources and Gallery Director
- To comply with and report on Arts Council National Portfolio Goals and Objectives.



JOB TITLE Front of House Manager	GRADE Grade 7	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3
Behaviours:		
Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
Leadership - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	A/I	3
Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
Abilities/Skills: (refer to JE guidance document)		
Ability to demonstrate good written, verbal communication and presentation skills.	A/I	3
Ability to demonstrate some knowledge of galleries and contemporary art.	A/I	3
Ability to work as part of a team and individually.	A/I	3
Ability to demonstrate knowledge of customer care techniques.	A/I	3

Ability to demonstrate organisational, administrative skills and be able to priorities workload in order to meet service deadlines effectively.	A/I	3
Ability to demonstrate knowledge of resources that galleries can offer to enhance visitor enjoyment.	A/I	3
Ability to demonstrate a knowledge of computer systems.	A/I	3
Ability to demonstrate an understanding of the aims and objectives of the service.	A/I	2
Ability to demonstrate an awareness of barriers that prevent attendance at galleries and to be proactive in offering solutions.	A/I	2
An awareness of, and commitment, to equality of opportunity.	I	3
The ability to communicate verbally with visitors and provide advice and/or information in accurate spoken English is essential for the post.	I	3
Knowledge/Experience: specify type, level and qualitative (not quantitative required); if any.		
Evidence of continuous professional development.	A/I	3
Some previous experience of working directly with the public in a visitor attraction role	A/I	3
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Graduate or relevant experience in a similar role	A/I	3
Other Essential Requirements		
An awareness of, and commitment to, equality of opportunity	I	2
Awareness of, and commitment to, confidentiality and handling data	I	2
Prepared by:	Stephen Snoddy	Date: April 2024