

**Job Profile
Heritage Shop Demonstrator**

Purpose: To deliver exceptional standards of front-line customer, retail and interpretation service to benefit increased understanding and quality of visitor experience of the heritage shops and wider Museum; particularly its historical achievements, culture and social context, while optimising sales opportunities.

Key Responsibilities and Accountabilities

Responsibilities

- Contribute to visitor's enjoyment, understanding and opportunities for learning through educational and engaging costumed narrated interpretation, communication of stories and information about the Museum and the Black Country story.
- Promote and sell the various foodstuff and beverages available within the Heritage Shops.
- Demonstrate understanding of, and sensitivity to, meeting the needs of all visitors.
- Maintain and continually enhance personal knowledge of the Museum, the Black Country, its past history, cultures, lifestyles, industry and importance, in the context of increasing public understanding, appreciation and enjoyment.
- Ensure high standards of presentation throughout the Museum and exercising care of buildings and exhibits through thorough cleaning, dusting and reporting issues which may arise to the appropriate person.
- Maintain the highest standards of hygiene, food preparation and health and safety.
- Be attentive to the well-being and safety of visitors. Assist with access and help with general enquiries from visitors.
- Handle cash.
- Undertake other duties appropriate to the job.

Accountabilities

- Maintaining security of building / exhibits and stock including locking and unlocking procedures.
- Being attentive to the security of the Museum in an open public environment.
- Maintaining a thorough and practical knowledge of emergency and health and safety procedures and assist with their effective implementation.
- Having an awareness and appropriate management of health and safety risks, associated with the role.
- Personally adhering to internal audit standards/controls and cash handling procedures.
- Complying with the current 'food & drink operational document'.
- Complying with the current relevant 'Unit operational standards document'.

Dimensions

- The Museum attracts approximately 300,000 visitors each year.
- Focus on Sweets and Cake shop but with scope to work across all heritage shops.

Working Relationships

- Responsible for providing accurate information and responding to questions from visitors on a daily basis.
- Daily interacting with manager to receive and provide information
- Daily interaction with other staff, to receive and provide information
- Working under the daily instruction of the Duty Manager.

**Person Specification:
(competencies, qualifications & experience)**

Essential

- First rate customer service skills.
- Experience of working with the public in front-line service and/or retail / food & beverage based services.
- Good interpersonal and presentation skills, with the ability to engage with the public.
- Excellent standards of personal presentation and attention to operational details.
- Excellent numerical skills
- Ability to work under pressure.
- Flexible approach to working hours.

Desirable

- Second language (conversational level).
- Training in public speaking or presentation.
- Accredited customer care training.
- Basic food hygiene certificate.
- Confident and outgoing personality.
- Good level of general education
- Knowledge, understanding and enthusiasm for the Black Country and its history.

Reports to: Area Lead Food & Drink
Hours: Casual.
Grade: Service Delivery 2

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