

Hello!

Thank you for your interest in the Visitor Experience Assistant role.

This is a very exciting time for Bluecoat. After a year of disruption caused by Covid, we are open to the public again with an exciting programme of exhibitions and events including the Liverpool Biennial, Platform - an artwork by Simon & Tom Bloor in our courtyard and a new Hub space to welcome visitors.

We have reopened with a new Visitor Experience Team who are creating a fantastic environment to ensure visitors have a great time when they visit Bluecoat. We have a new brand strategy and visual identity and we're keen that this is reflected in our front of house function.

We're looking to recruit a talented, enthusiastic and curious team of casual Visitor Experience Assistants to help us provide a warm welcome.

This application pack will give you more information about the role and about Bluecoat.

We look forward to hearing from you.

Best wishes,

Mary Cloake  
CEO, Bluecoat



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## 1. About the job

**Job Title:** Visitor Experience Assistant

**Contract:** Casual contract between November 2021 - March 2022

**Pay:** between £6.56-£8.91 per hour, dependent on age and experience

**Responsible to:** Visitor Experience Coordinator

**Hours:** Weekend and evening working essential (we have been running a reduced service over 5 days, but may increase to 6 days over the summer)

**Annual Holidays:** Pro rata holidays, based on full time equivalent of 33 days including bank holidays (which may be worked, except for Christmas Day, Boxing Day and New Year's Eve when Bluecoat is closed)

Bluecoat is looking for warm, enthusiastic and committed individuals to join our Visitor Experience team over the summer. Your job will be to ensure that all visitors have the best possible experience when they come through our doors. You will love art and culture and be able to talk about it with members of the public, explaining the public offer at Bluecoat, as well as the work that goes on behind the scenes, in our artists' studios and the various creative organisations that are resident in the building.

Part of Bluecoat's Marketing and Communications Team, this role will spend some time on the tickets & information desk, and some time in the galleries and outside the building helping to support our exhibitions programme. You will be an ambassador for the Bluecoat's new brand and purpose.

The successful candidates will be proactive and curious, with an ability to work in a team, as well as showing initiative. The Visitor Experience Team will provide a crucial conduit between our audiences and the Marketing and Communications Department.



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This role would suit someone who is keen to work in the arts and wants to gain marketing and communications skills. You will have some experience in a front-facing role in hospitality or retail and be dedicated to providing excellent customer service.

## 2. How to apply

You can apply for this role using the **Application Form** and **Equal Opportunities Monitoring Form** only. We will not accept CVs.

**Either** 1) submit both these forms (in Word Document format) by email to [recruitment@thebluecoat.org.uk](mailto:recruitment@thebluecoat.org.uk) quoting 'Visitor Experience' in the subject line.

or 3) Send both completed forms by post:  
Recruitment, Bluecoat, School Lane, Liverpool L1 3BX

**Closing date for applications:** applications will be considered on a rolling basis throughout the summer. Applicants that fulfill the requirements of the job description will be asked in for an informal interview in the first instance.

## 3. About Bluecoat

### *Background*

Bluecoat is Liverpool's centre for the contemporary arts - a bustling cultural venue which sees 700,000 visits each year. Our city centre positioning, the heritage of our building and our hospitality business help us to attract an audience to Bluecoat which is diverse in age, gender, disability, ethnicity and socio-economic background. Bluecoat hosts a regular programme of exhibitions, live events, workshops and discussions covering a range of art forms including visual art, music, dance and literature. We run a participation programme which enables people who might otherwise face barriers to engagement to be involved in the contemporary



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arts. Alongside this offer, Bluecoat is also home to a community of creative retailers, working artist studios, a cafe and a bistro. Bluecoat was the UK's first arts centre and is based in a grade I listed building, the oldest in Liverpool city centre.

## **History**

The oldest building in Liverpool city centre, Bluecoat has a fascinating history. It started life as a church charity school for orphans 300 years ago. The school moved to Wavertree in 1906 and the building has been an arts centre, the first in the UK, ever since.

Bluecoat's eighteenth-century origins are connected to the sea, when many merchants supported the school with funds derived from maritime trade, including transatlantic slavery. The arts centre continues to interrogate this and other colonial histories through exhibitions, performances and projects, working with artists and communities, as well as ongoing research.

Bluecoat has always played a major part in Liverpool's cultural life, from hosting the likes of Picasso and Stravinsky during the early twentieth century, to developing relationships with artists such as Yoko Ono and George Melly. Its public programmes have attracted national acclaim for hosting leading figures from the arts and entertainment worlds while nurturing new talent locally.

Surviving wartime bombs and turbulent political and economic times, Bluecoat remains a symbol of Liverpool's resilience and creativity. For more on Bluecoat's history visit our archive website [mybluecoat.org.uk](http://mybluecoat.org.uk)

## **Vision**

The organisation is entering an exciting period of change. We have recently finalised a new ten year strategy which outlines our ambition to provide a space for the public to experience contemporary arts, and visual culture, in new and exciting ways. As a worksite for artists we will experiment with new ways of bringing process and progress into the public domain, working with artists who find this an exciting prospect.



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## ***Audience***

Bluecoat is a well-loved venue in Liverpool city centre. People use it for many reasons; as a meeting place, a workspace, a place to rest while shopping, a cut through to Liverpool ONE and a place to experience art in different ways through exhibitions and events. We are keen to make sure everyone is welcome and that there are a whole variety of ways Bluecoat can be part of people's lives.

## ***Brand strategy***

We have recently undergone a branding process and as a result have redefined Bluecoat's purpose and developed brand pillars with which to steer our marketing and communications activity:

### ***Bluecoat's Purpose***

A home for creative potential where art and people meet. Our purpose is to create new, more meaningful ways to experience art. For artists and for everyone - we bring art into life.

### ***Brand pillars***

#### **Breaking New Ground**

Bluecoat is Liverpool's contemporary arts centre - the first, the original. A place defined by 100 years of radical thought and creative reinvention. An independent arts centre that continues to nurture artistic talent and break new ground. Part of Liverpool's past, key to its future.

#### **Inspire Curiosity**

Bluecoat is a creative playground, a supportive space in which to unearth new ideas and embrace something out of the ordinary. It is a place that sets out to inspire: here, you can make, debate, participate, in new and unexpected ways.



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## Unlocking Creative Process

Bluecoat brings people into the heart of the creative process, creating new opportunities for individuals and communities to interact with artists as they work. A place not just to look at but to engage with art.

## Purposefully inclusive

Bluecoat is an inclusive home for artists and creative practitioners. A place that sees potential in many voices under one roof. A platform for artists with different viewpoints and from backgrounds underrepresented in the sector. Here, artists can find their voice and share their work with a wider and more diverse public.



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## 4. Job Description and Person specification

### Job Title: Visitor Experience Assistant

<b>Responsible to</b>	Visitor Experience Coordinator
<b>Main purpose of job Purpose</b>	Working within the Marketing and Communications Team, the Visitor Experience Assistants will provide a warm welcome to our visitors, providing information about Bluecoat's purpose and programme and ensuring people have the best experience they can. As we prepare to reopen to the public you will be essential to ensuring Bluecoat's brand flows through our front of house function.
<b>About the Team</b>	The Marketing and Communications Team is responsible for developing content and campaigns to communicate Bluecoat's activity and programme to our audience. Our activities include running social media accounts, media liaison, audience research, developing marketing campaigns and looking after the visitor experience.
<b>Internal communication</b>	Venue Staff (Day to day running of building). Communications & Marketing Team (Press, social media, print, comms) Programme Team (Exhibitions, events, residencies, studios). Participation Team (Families, long term participants, education). Development (Fundraising, sponsorship)
<b>External communication</b>	Visitors Artists Artists based in Bluecoat Bluecoat staff Staff and retailers based at Bluecoat



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<b>Budget responsibility</b>	N/A
<b>Hours of work</b>	Casual contracts available – evening and weekend working is essential.
<b>Salary</b>	£6.56-£8.91 per hour, dependent on age and experience
<b>Contract Type</b>	Casual contract
<b>Holidays</b>	Holidays will be pro-rated. 33 days per annum, inclusive of Bank Holidays. As Bluecoat is open all year round (with the exception Christmas Day, Boxing Day and New Year's Eve)
<b>Main duties and responsibilities</b>	
<p>Your overarching responsibility will be to provide a first class visitor welcome. During your weekly schedule this may require you to deliver a range of different tasks from the following:</p> <ul style="list-style-type: none"> <li>A. Deliver a warm, engaging and well-informed welcome to all visitors, providing a high quality visitor experience by relaying information on Bluecoat and its programme to visitors, all in line with Bluecoat's new brand.</li> <li>B. Ensure Bluecoat's new brand is implemented and conveyed in every interaction with visitors.</li> <li>C. Acting as a first point of call for enquiries either in person, via email or through the Bluecoat's main telephone switchboard, and referring enquiries appropriately.</li> <li>D. Using our box office system to sell tickets for a wide range of events through accurate processing of orders and data entry including cash and card payments.</li> <li>E. Lead on ensuring that visitor booking information is captured with a high degree of accuracy, in order to provide a greater understanding of Bluecoat's audience.</li> <li>F. Ensure all poster sites are maintained and are kept up to date, ordering more posters when required, and ensure the digital screens feature appropriate and up to date content, highlighting when this needs updating.</li> <li>G. Assisting in the set up for a wide range of activities and events - including some manual handling duties.</li> </ul>	



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- H. Understanding Bluecoat's full programme and all daily events, and briefing other staff members where appropriate.
- I. Helping us to learn more about our visitors either through face to face audience surveys, data collection through box office transactions or more informal methods of feedback.
- J. In the gallery supporting public engagement and participation activities related to the exhibitions
- K. Undertaking administrative tasks to support the marketing and communications team, such as social media scheduling, mailings, updating mailing lists.
- L. Assisting colleagues when required with the catering services at Bluecoat, in order to improve the visitor experience. This may include (but is not limited to) clearing tables, keeping the cafe presentable to a high standard, and queue management during busy times.
- M. supporting participation activities with targeted vulnerable groups

In order to complete the above duties you will be required to:

1. develop and maintain a detailed knowledge of exhibitions, events and activities, food and drink menus and artists, businesses and retailers based at the Bluecoat. This vital knowledge underpins all other aspects of the role and will be supported through regular briefings
2. develop strong relationships with colleagues across Bluecoat, particularly with comms and marketing, programme and front of house teams.
3. work alongside colleagues to ensure that public areas are kept presentable at all times to give our visitors the best possible impression and experience whilst in our building
4. support the Visitor Experience Coordinator in maintaining regular meaningful communication with our valued team of Volunteers who support the stewarding of exhibitions, activities and events
5. act as an ambassador for the Bluecoat at all times, helping to promote its core values, the work it does and the services it provides and encouraging visitors to make donations
6. support a proactive approach to marketing our programme by:
  - o capturing and collating data and information from our visitors
  - o sharing knowledge of relevant upcoming programme that may be of interest to specific visitors
  - o actively promoting additional sources of information such as the e-newsletter, social media platforms and website
  - o ensuring that information in public areas is kept up to date at all times
7. attend regular training and briefing sessions which may be over and above your core hours (for which you will be paid)
8. participate in cross organisational working when required



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9. carry out all duties with full regard to the Bluecoat's Equal Opportunities and Health and Safety policies
10. carry out other duties commensurate with the post as required

## **Person Specification – Please read this section before starting your application**

All the criteria in this Person Specification are important, but those headed Essential are the most important requirements. Please make sure you give examples of how you meet the Essential criteria when writing your application.

Those marked Desirable should be referred to if you have them.

Please remember that it's not necessary to have experience working within an arts centre for this job. Please tell us about any transferable skills that you have which support you meeting the Essential and Desirable criteria for the role.

Your application will be scored on the criteria in the Person Specification and the more criteria you can demonstrate through examples will increase your score. This will determine whether you are invited to interview. We have also provided questions as prompts.

### **Skills and Experience**

#### **Essential**

Experience in a front-facing customer service or front of house role contributing to the delivery of a positive visitor experience, this could be in a retail, hospitality or customer service setting.

Experience of communicating information to members of the public about events or products.

Excellent and versatile communication skills to support interaction with a diverse range of people to consistently high levels of professionalism and care.

Ability to react to situations as they arise and deal with them in a proactive, calm and effective manner.

High levels of accuracy inputting figures or text.

Strong practical skills with great attention to detail and a purposeful approach.



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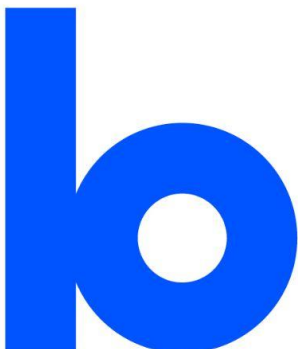


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Computer literate.
<b>Desirable</b>
Experience of the arts or cultural sector.
Experience of implementing being a brand ambassador.
Experience of using a box office or database system.
Experience of undertaking market research involving face to face questionnaires.
Experience of supporting the delivery of arts-based participation activities to groups of children, young people or vulnerable adults.
Proficiency in using social media and the internet.
<b>Qualifications, knowledge and understanding</b>
<b>Essential</b>
GCSEs Grade C or above in English & Maths.
An active interest in at least one art form – this could be music, dance, literature, visual art, theatre or film.
A willingness to learn and obtain new knowledge on an ongoing basis.
Good knowledge of the arts and cultural sector in Liverpool.
Understanding of Bluecoat's values, particularly around inclusion.
<b>Desirable</b>
GCSEs Grade C or above in an Arts subject.
<b>Values and behaviours</b>
<b>1. Essential</b>
A demonstrable passion for the arts and enthusiasm for working in an arts environment.



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An outgoing, confident and approachable person with a proactive but sensitive approach to customer service.

A real team player with an honest and open approach to communication with colleagues.

A genuine commitment to equal opportunities by their promotion and application in the workplace and in relation to our visitors.

Availability to work a flexible rota including regular weekends and evenings.

**Your compatibility with the criteria outlined above will be assessed through application and, if you are shortlisted, through interview and assessment tasks. Successful candidates will be expected to produce certificates in relation to any qualifications which form part of the criteria on this person specification.**



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