

Head of Visitor Experience

Reporting to: Venue Director

Responsible for: Head of Ticketing, Front of House Management Team, Outsourced security team. Factory Porters, Ticketing staff and Front of House team, including permanent and casual workforce.

Context

The Head of Visitor Experience is central to realising our vision for the Factory, working to shape and deliver the visitor offer in our landmark new building. You will join us at an exciting time in our development as we work with communities, staff and artists to ensure that all those who visit and interact with MIF and The Factory are made welcome and their needs are placed at the heart of our work.

Our Visitor Experience will

- Make the Factory an exceptional place to be (in the digital space or physical world)
- Supports our audience development objectives
- Embeds accessibility and disability awareness as a key principle
- Ensures our sustainability values are visible to our audiences
- Be alive to the creative diversity of the programme and to commercial opportunities
- Brings the Factory brand alive as a 'lived' experience

We are committed to designing a blended visitor experience. This means that whether you encounter The Factory in the digital or the real world there is consistency of voice and personality. Excellence is delivered through all channels.

The digital experience at the Factory will articulate the values and essence of the culture we want to create through a joined-up experience across web, ticketing and digital interventions while on site.

Our in-venue team will be one of our greatest tools to help build and connect with audiences. We will build a team that reflects the diversity of Greater Manchester. Our welcome will be nuanced and agile and drive forward and support our Audiences Strategy and priorities.

Purpose of the Job

To provide leadership to all customer facing functions at the Factory and MIF, maintaining oversight across physical and digital touchpoints and ensuring the visitor and user experience is fully allied with the values of the organisation. This Head of Visitor Experience is part of the core team responsible for the visitor experience including how technology and new engagement strategies can shape in-venue experiences at The Factory.

To develop and implement a Visitor Experience strategy, using research and insight to deliver an experience that is open, warm and professional, while ensuring safety and security for all working within or visiting the Factory.

To inspire, motivate and manage the Visitor Experience and Ticketing teams to deliver a responsive, dynamic and inclusive visitor experience, across the Factory and MIF.

Work closely with the Director of Audiences and Digital Director to ensure our visitor experience delivery supports our audience development goals and maximises in-venue digital experiences.

Work closely with the Access Manager and Disabled People's Engagement Group (DPEG) to ensure accessibility innovation and best practice is embedded at the heart of our offer.

Represent Visitor Experience in strategic planning, contributing to scheduling and event planning, for the Factory and the Festival, providing a senior point of contact and expertise for other departments.

Provide a responsive, friendly and efficient ticketing service to customers, internal departments, producing partners, commercial promoters and other hiring parties in a wide range of ticketing set-ups, working to improve service delivery and realise commercial potential from ticketing.

Design a methodology for visitor and user feedback capture and ensure data is analysed and acted upon to improve the Visitor and Ticketing Experience.

Manage the outsourced Security contract, working with the security partner to establish a consistent, empathetic security presence that aligns with the company's values and the Visitor Experience ethos of the Factory

Maintain the safety and security of visitors, through the management of risk, deployment of the core security team, and through the design, delivery and monitoring of staff and volunteer training programmes.

Work with the Venue Director, to support the F&B Contract Manager and F&B Partner in delivering new business and commercial opportunities that will add to the commercial resilience and visitor experience of the Factory.

Hold overall accountability for the financial management of the Visitor Experience and Ticketing budgets

Key responsibilities

Strategic Management

Develop new business processes, particularly with the use of new technology to make more effective use of resources and enhance interactive visitor experiences on site.

To work closely with IT and technical teams on the media management of screens, projectors and associative tech in the FOH space.

Work in close collaboration with the Volunteer Manager to shape a strategically focused and imaginative volunteer programme, developing opportunities and integrating volunteers into the welcome at the Factory

With the Sustainability Manager, work to embed environmental sustainability within our public facing practices and maximise opportunities to support environmentally responsible ways of working.

In collaboration with the Audience team, develop and implement a comprehensive research programme which will support delivery of the Audiences Strategy in driving a greater diversity and broader demographic in the Factory and MIF's audiences.

Develop, introduce and monitor departmental KPIs for the team.

Implement projects prioritised through the Visitor Experience, Audiences and Digital Strategies.

Departmental Management

Directly line manage Front of House Managers and Head of Ticketing. Provide clear and consistent leadership, define and deliver departmental objectives with a focus on continual improvements.

Lead on recruitment and developing the skills, attitudes and potential of team members to create a high performing, motivated team with clear career paths.

Lead on Equity, Diversity and Inclusion within the Visitor Experience team, ensuring recruitment achieves a diverse mix of employees at each level and an equitable approach underpins all decisions.

Visitor Experience

Offer expert advice, and creative ideas in the planning stages of programming to promote a holistic and consistent approach to the visitor experience.

Ensure there is a clearly defined and effective customer feedback complaint resolution and analytics function, contributing to improved services across all aspects of real world and digital visitor experience.

Maximise revenue generation to meet agreed organisational plans within agreed budgets and timescales.

Liaise with the Digital and Audiences teams to inform improvements to the Factory website in terms of Visitor Experience information; contribute to the design and delivery of visitor experience elements of the digital strategy.

Lead on delivery of an accessible venue and festival experience, working in close consultation with the Access Manager.

Ticketing

Provide an efficient ticketing service to internal departments, producing partners, commercial promoters and other hiring parties in a wide range of ticketing set-ups to streamline and maximise ticket sales.

Develop an omnichannel visitor contact system to ensure we optimise productivity and the standard of service to our customers.

With the Head of Ticketing, analyse system statistics to monitor/set standards and manage resources effectively.

Support the Head of Ticketing to manage relations with third party ticket providers and implement systems including online sales and other digital related systems to develop income and improve service to customers.

Financial Management

Overall accountability for the financial management of the Visitor Experience and Ticketing budgets

Work with the heads of department across Commercial and Development teams to drive financial growth, increase our income and generate profits.

To ensure oversight and robust monitoring of all delegated departmental budgets that relate to the daily operation of the Factory site, visitor experience and F&B performance.

Health, Safety and Security

Embed a H&S aware culture in the department building strong links with other venue operations teams

Lead on First Aid training across the Factory working closely with other department heads to ensure sufficient trained first aiders and robust monitoring of training records.

Maintain a detailed and up to date understanding of the regulations relating to H&S and Security, with a particular focus on public safety.

Work with the Senior Operational Team (Technical Director, Head of Production & Facilities, Director of Audiences) to design, implement and communicate major incident planning and business continuity arrangements.

Any other duties consistent with the role and as requested by the Venue Director.