



THE NATIONAL GALLERY

National Gallery Global (NGG)

Head of Hosted Guest Experience

July 2024 | Reference: EBPIA

Saxton Bampfylde

THE JULIA AND HANS RAUSING ROOM



REMBRANDT

MURILLO





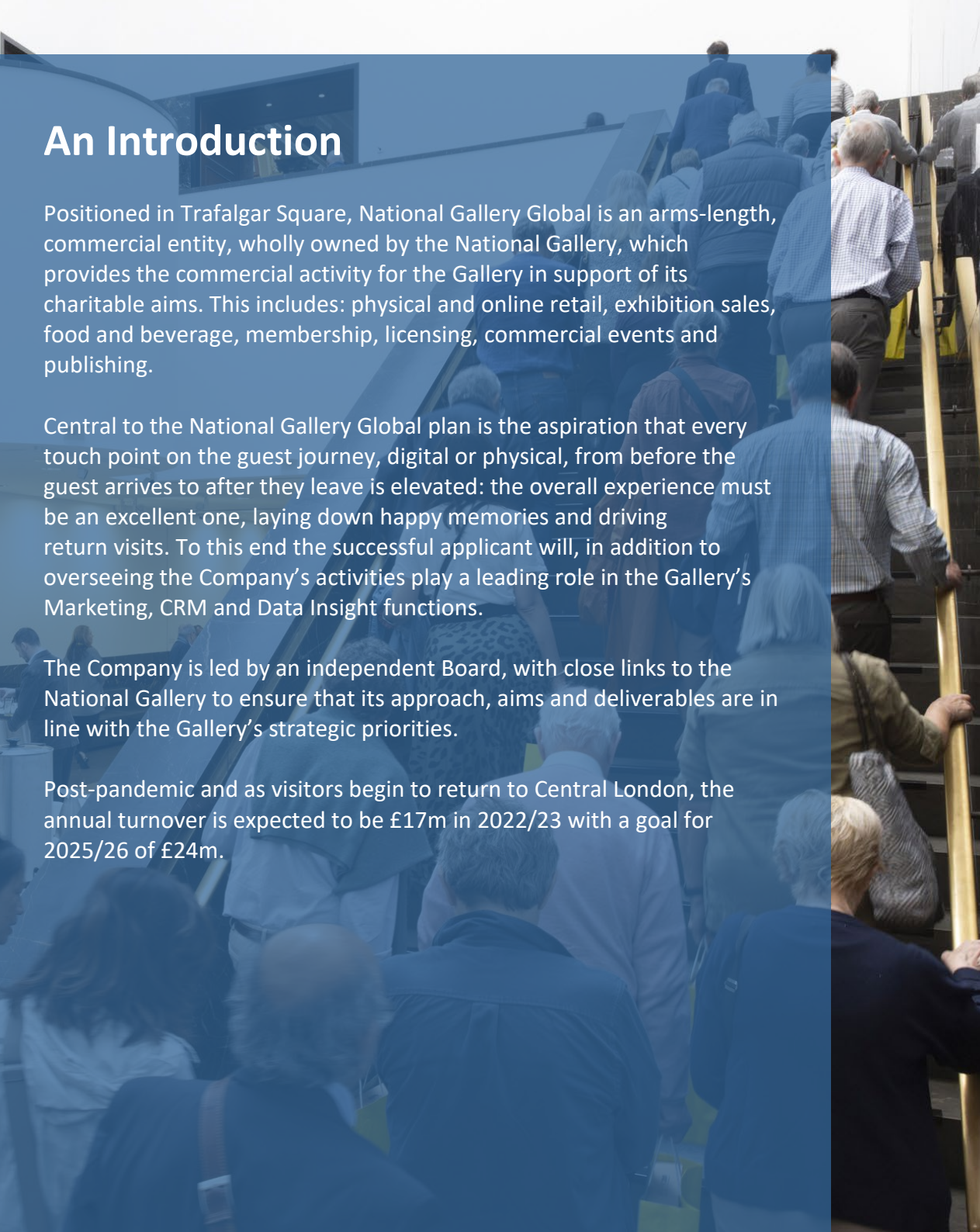
An Introduction

Positioned in Trafalgar Square, National Gallery Global is an arms-length, commercial entity, wholly owned by the National Gallery, which provides the commercial activity for the Gallery in support of its charitable aims. This includes: physical and online retail, exhibition sales, food and beverage, membership, licensing, commercial events and publishing.

Central to the National Gallery Global plan is the aspiration that every touch point on the guest journey, digital or physical, from before the guest arrives to after they leave is elevated: the overall experience must be an excellent one, laying down happy memories and driving return visits. To this end the successful applicant will, in addition to overseeing the Company's activities play a leading role in the Gallery's Marketing, CRM and Data Insight functions.

The Company is led by an independent Board, with close links to the National Gallery to ensure that its approach, aims and deliverables are in line with the Gallery's strategic priorities.

Post-pandemic and as visitors begin to return to Central London, the annual turnover is expected to be £17m in 2022/23 with a goal for 2025/26 of £24m.





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The Role

The Hosted Guest Experience teams sit within National Gallery Global, the commercial arm of the National Gallery. In close collaboration with wider NG and NGG teams, the Guest Experience team unites and partners with key internal partners to deliver the shared primary task; presenting, refining and delivering a world class guest experience to all onsite visitors, guests and stakeholders. With direct responsibility for front of house operations in NGG/Gallery operated activities (E.g. Hosted Guest Experience, Retail, Cloakroom), together with responsibility for supporting Food & Beverage operations and revenue and the wider Gallery journey, you will ensure these teams meet and exceed the widest visitor needs and expectations. With guest motivation front of mind, you will work closely with external stakeholders to ensure sales targets and KPIs across all commercial and revenue driving areas are achieved and exceeded, ensuring loyalty and repeat visitation.

Reports to Chief Commercial Officer, National Gallery Global

Function Front of House Operations
Hosted Guest Experience
Retail
Food and Beverage (F&B)



Responsibilities

Guest Experience: Overall responsibility for the (NGG) teams delivering Front of House and Retail experience and services. Work closely with the Head of Operations (NG) and Head of Loyalty, Sales & Ticketed Experiences to develop a seamless One Team approach. Engage wider Gallery stakeholders (eg Public Engagement, Learning), as well as F&B partners to agree scope, standards and training plans for all teams.

Brand Management: Responsible for uniting FOH teams across NGG, NG and third-party operations (F&B) and unifying and optimising the Guest and Visitor journey, deploying and evolving a uniquely National Gallery experience and service style, developed in close collaboration with Loyalty, Sales & Ticketed Experiences and NG Operations.

Commercial and Procedures: Responsibility for operating and maintaining specific commercial touchpoints (environments), across the gallery, managing budgets for upkeep and refresh of same, in line with wider business strategy. Agree service design, standard and operating procedures with internal partners, for shared spaces and third party operated spaces. Communicate standards for daily presentation to teams, supported by Gallery Operations (infrastructure, furniture) in shared areas.

Planning, Trading, Resource: Develop and agree KPIs for overall guest satisfaction, working across NG and NGG and third parties. Agree shared KPI's and revenue targets with NGG teams and stakeholders, supporting seasonal and annual trading plans including Loyalty, Sales & Ticketed Experiences (Back of House Ops teams), Merchandising, Buying (Omnichannel Retail), F&B Operators. Proactively drive teams to understand guest and visitor motivation, and drive revenue and KPI targets, including conversion and spend per visitor/average transaction value.

Operations: Manage, develop and optimise resource to deliver of B2C, onsite services and experiences, developed by NGG and NG teams, including retail, front of house hosts and sales points. Daily oversight and communications plan for the full range of Gallery activities, including events, tours and other activities. Responsible for setting and managing Opex budgets for environments, display, personnel in NGG FoH teams.



**AFTER
IMPRESSIONISM
INVENTING
MODERN ART**

Person specification

Knowledge

- Demonstrable significant experience in a senior operations leadership role, managing guest experience in a multi-business site, is essential;
- Strong understanding of guest experience planning and delivery, how to engage guests with the widest Gallery offering; ensuring guest feedback leads decision making;
- Actively interested in the guest, guest conversion and motivations. Proven track record of delivering commercial activities which support customer motivation and drive KPIs;
- Demonstratable organisational skills: ability to manage multiple priorities, seasons, and stakeholders;
- Experience of leading and developing a team and managing resource to deliver goals and objectives. Enthusiasm for staff engagement and development;
- Proven financial acumen and experience of growing and driving revenue, margin and customer engagement in a challenging market environment;
- Knowledge of health and safety legislation as applicable to a public gallery such as risk assessing, fire safety, safeguarding; and
- Experience in managing a broad spectrum of stakeholders.

Attributes

- Highly numerate, able to set and manage budgets, and resource;
- Excellent verbal, written communication skills and ability to clearly express concepts and detail to a wide variety of audiences and stakeholders;
- Collaborative team player, with strong project management and excellent organisational skills;
- Ability to stay focused and communicative to large teams and the wider Gallery in areas such as meetings, project planning, daily duty management; and
- An established leader, able to lead by example and inspire teams to deliver.

2020 THE CAPRICORN FOUNDATION
IN MEMORY OF MR H J HYAMS
2021 MISS GILLIAN CLEAVER
MR ANDREW THOMAS HUTCHISON BURT
G R P CHARITABLE TRUST
2022 ATHENE FOUNDATION
THE ALDAMA FOUNDATION
2023 THE DORSET FOUNDATION IN MEMORY OF
HARRY M WEINREBE
THE THOMPSON FAMILY CHARITABLE TRUST



For reasons of security and safety
bag searching
operates at this
Gallery



THE
NATIONAL
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Terms of appointment

Contract	Permanent, full-time.
Salary	£70,000
Location	National Gallery Global Office, Trafalgar Square, London
Pension	7% employer contribution rate
Holiday	26.5 days pro rata (exc. Public and privilege holidays), rising to 31.5 days (inclusive) at five year' service
Benefits	Free healthcare cover with Medicash Provision for some paid hours towards childcare, eldercare and petcare Employee Assistance Programme Enhanced maternity and paternity pay Income Protection Cover after two years' of service Free tickets to Gallery exhibitions 25% employee discount in the Gallery's retail and catering outlet Monthly onsite exercise classes, physio workshops, onsite massages and more Discounts across a range of restuarants, bars & pubs, salons, gyms and shops Cycle to Work Scheme Interest-Free Loan for Rental Deposits Season Ticket Loan Give As You Earn

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the National Gallery on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code EBPIA.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Monday 12th August 2024**.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*



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Saxton Bampfylde

LONDON
The Ministry

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