

Birmingham Botanical Gardens

Role Title	Head Receptionist (full time)
Team	Reception and Office services
Reports to	Marketing Manager
Date Issued/Revised	July 2018

INTRODUCTION

Birmingham Botanical Gardens is an independent educational charity aiming to offer world class environmental education and entertainment in a green environment to audiences in all sectors of the community.

The role of Head Receptionist as the first point of visitor contact is central to the Gardens' aim of providing the highest possible level of customer service and satisfaction.

ROLE

Take responsibility for all operations carried out at Gardens' Visitor Reception.

Supervise Reception Staff and Volunteers working within area of responsibility.

Assist the Marketing Manager in the provision of wider administrative support for the Chief Executive, Management Team, Staff and Volunteers.

Act as an ambassador for the Gardens and a role model for the Visitor Reception team, behaving in a way which delivers the highest level of customer service and satisfaction.

PRINCIPAL ACCOUNTABILITIES:

Core accountabilities and specific tasks

Supervise Reception Staff and manage delivery of the following activities performed in Visitor Reception:

Staff rota – with the Marketing Manager, compile and monitor staffing rotas to ensure that Reception is adequately staffed during all hours when the Gardens are open.

Visitor Welcome - Greet and welcome visitors, promoting and selling day and event tickets, visitor leaflets, courses and membership. Provide information and appropriate literature about the Gardens and the various activities, including maps and give directions to customers. Manage any queues, car parking issues, complaints and the Gardens' entry rules and regulations in a sensitive and effective way. Seek and record customer feedback.

Telephone and Email Answering Service - Answer telephone calls, e-mail messages and queries in a prompt and courteous manner. Keep ansaphone information up to date. Deal with all messages promptly.

Finance - Take responsibility for the accurate collection, recording and reporting of all visitor payments including till programming, floats, maintenance, supplies, collection of entry fees, gift aid, event ticket sales and membership payments, using manual and computerised records systems.

Gift Aid - Agree, monitor and meet targets for collection of Gift Aid.

Membership – Process new membership applications and renewals. Answer queries from members and report on membership activities. Ensure up to date records are maintained and up to date information is available. Deal with any requests for donation of complimentary tickets.

IT systems - Liaise with the Gardens' IT consultants to ensure the efficient operation of all computer hardware and software including tills within areas of responsibility. Support the effective use of a computerised membership record system.

Group visits – Support the Group Visits Co-ordinator and ensure all the work undertaken by the Visitor Reception for Group bookings is completed on time and effectively. Take group visit bookings and ensure they are communicated to all appropriate staff. Ensure sufficient stock of packs and records and receipts are up to date, send out information and deal with incoming mail and vouchers. Help greet groups. Maintain Group Visits Database.

Interpretation, advertising material and website - with the Marketing Manager, take responsibility for the display and maintenance of advertising material for Gardens' activities and events within Visitor Reception and other Gardens advertising display areas. Update signage, interpretation and advertising material for Garden activities and events,, drawing on internal and external "specialists" as appropriate. Includes desk top publishing for materials within the Visitor Reception and other Garden display areas.

Maintain good stocks of customer maps and interpretation and advertising material by photocopying or ordering where applicable for Garden activities, events and courses. Keep notice boards up to date, ensuring key messages and events are relayed and entered on databases and all calendars.

Support and deputise for the Marketing Manager as website co-ordinator, helping to ensure the website is working and up to date with all necessary information, including events and courses.

Events - Assist the Marketing Manager in the planning and staging of events. Open and close premises and assist external organisations during their staging of events at the Gardens. Keep all staff informed, including updating Gardens' intranet calendar and diary. Ensure adverts and banners are up and details are on the website.

Enterprises - Take payment for retail purchases and cover retail staff lunches when necessary.

Education - Assist the Education Officer to take bookings for education courses and welcome and assist attendees.

Catering - Assist the Catering Contractor to take bookings for catering events

Diary – Update Gardens' intranet calendar and diary and monitor on a daily basis.

Administration - Undertake word processing and photocopying, receipt, franking and posting of mail. Includes using the laser printer and laminator. Assist with the maintenance of office machinery and office supplies including franking machine,

photocopier, laser printer, laminator and stationery cupboard supplies including toners for photocopier. All goods ordered must be logged and put in the binder in the office so that all orders can be checked on delivery. All delivery notes to be checked against goods before signing and then filed and goods put away. Record Photocopier readings when required.

Mobility Aids - Ensure the safe and efficient delivery of the Gardens' wheelchair and scooter service: machines, to be properly maintained, fully charged, clean and fit for purpose at all times.

Maintenance and cleaning - Maintain visitor reception area and signage to a high standard, check public areas, including toilets for general maintenance, presentation and security, liaising with the Maintenance Manager and cleaners as appropriate.

First Aid - Comply with applicable First Aid and Health and Safety regulations at all times. Act as First Aid Point for the Gardens, providing advice on First Aid to Visitors. Keep all Reception first aid boxes fully stocked and be able to identify qualified First Aiders on site. After any accident, all circumstances must be recorded in the accident book. Check Defibrillator as and when required. Keep Reception Staff First Aid training up to date.

Security - Open up in the morning, lock up and alarm all entrances and windows and switch off lights, air conditioning and fans in all areas open to the public at closing times.

Fire Safety - When acting as Head Receptionist on duty, in the event of an emergency, act as Fire Marshall for areas within responsibility, making appropriate announcements over the PA system and checking all areas are cleared of personnel and visitors.

Volunteers - Assist the Marketing Manager to supervise volunteers working within area of responsibility. Record and report volunteer attendance statistics on a monthly basis to the Marketing Manager.

External contacts - Liaise with external contacts such as Aramark Catering, Police, Fire Service, EHS, Birmingham City University, Birmingham City Council and others.

Other duties as and when required to meet the needs of the Gardens.

Supervision of Staff

Direct: responsible for training, allocation of duties, supervision, performance appraisal and development for all staff and volunteers working within the Reception and Office areas at the Gardens, to ensure optimum development and use of all staff and volunteer resources at all times.

This includes uniforms, records of leave taken, hours worked, Customer Service Training, First Ai, CRB registration and professional development.

Assets

Responsible for monitoring the performance of infrastructure, equipment and supplies used by visitors and staff within areas of responsibility.

Confidential information

Gardens' visitor receipts and attendances, membership and gift aid details, staff records.

PERSON SPECIFICATION:

Appropriate experience in a high quality, high volume, visitor facing environment.

Excellent interpersonal and communication skills to interface effectively with staff, customers, internal and external contacts.

Excellent supervisory skills, able to lead and work as part of a team.

Good numeracy and literacy skills for detailed record keeping and administration.

Flexible, to cover shifts and duties when the Marketing Manager and/or other receptionists are on holiday or unavailable.

Degree of supervision

Works within the directives of Marketing Manager.

Daily financial and statistical reporting of cash receipts and visitor and membership statistics to Marketing Manager and Finance Manager.

Daily consultation with key contacts including Management Team to plan Reception support for Gardens' activities.

Contacts

Visitors to Gardens.

Chief Executive, all site staff at Gardens including Group Visit Co-ordinator.

Trustees and Volunteers

Suppliers and sub contractors – Aramark Catering, all contractors working within areas of responsibility, external agencies including Police, Fire, Ambulance, Birmingham City Council, Edgbaston High School, Birmingham Metropolitan College.

Working conditions and areas

Gardens Entrance, Reception, Toilets, Office, Gallery, Glasshouses, Grounds

Keyholder, also responsible for key distribution to and return from external contractors, event organisers and room hire clients.

Pace of work often demanding.

Some unsocial hours and weekend working as required.

OTHER INFORMATION

Dress Code for Reception Duties

Appropriate branded clothing will be provided. The approved uniform is a branded black polo top with plain black skirt or trousers, a black fleece and name badge.

Hours

39 hours per week on average including weekend and summer evenings, working flexibly to ensure Reception and Administration cover is provided at the Gardens at all times during opening and working hours. Earlier start and later finish time on event days and event evenings.

The reception area is staffed at all times, including weekdays, weekends and bank holidays. During BST, the Gardens are open from 10am to 6pm on week days and until 7pm at weekends. Otherwise, the Gardens are open from 10am to 5pm. All receptionists must be on the premises at least ten minutes before opening and have all floats and paperwork and doors unlocked and equipment working for 9.30am, Monday to Sunday, ready to open at 10am. Doors to be put on out only and closed sign to be put out 45 minutes before closing time and not before. All telephone calls for enquiries and bookings to be followed through until closing up walk round takes place 20 minutes before closure. No payments to be refused while on duty.

Holiday

Starting at 20 days per annum plus 8 days public holiday allowance. Holiday entitlement is awarded for hours worked, Sunday and Bank Holiday working included. You will be credited with holiday entitlement earned during service.

Pay

As agreed paid monthly by credit transfer.

Criminal Record Bureau Check

A Criminal Record Bureau Check is compulsory for this post.

Signed

Date

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