



Job description

Job title	Visitor Engagement and Sales Manager
Department	Visitor Experience and Operations
Contract	Permanent
Salary	£38,394 per annum
Hours	Full-time, 36 hours per week
Location	Tate Britain, Millbank, London Tate Modern, Bankside, London
Reporting to	Visitor Engagement and Sales Lead
Responsible for	Visitor Engagement and Sales Assistant

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

You can find further information about Tate on our website: www.tate.org.uk.

About the role

You will lead the Visitor Engagement and Sales Assistant team, ensuring a consistently excellent level of visitor and member engagement across all channels, including phone, email, social media and 'in person'. You will lead daily membership and ticketing sales and contact operations, working closely with the Visitor Engagement and Operations Managers

to respond dynamically to the operational demands of our galleries. With responsibility for commercial outcomes, you will motivate and inspire front of house colleagues to deliver against ambitious targets.

About your team

The Visitor Experience and Operations team is part of the Audiences division, which works to drive reach, revenue and reputation for Tate – growing and diversifying audiences; generating income to support Tate’s work, positioning the brand, and creating inspiring and engaging experiences for everyone who visits. We put visitors at the heart of what we do and strive to create an experience where everyone who visits can fully engage with the art, feels that Tate is a place for them, encounters inspiring and knowledgeable staff, and are further inspired to participate, join, support and donate.

What you will gain

As a Visitor Engagement and Sales Manager, you will play a crucial role in the development and delivery of Tate’s Visitor Experience and its membership and sales performance. You will act as the daily lead for Tate’s contact with members and visitors via phone, email and at its ticket desks, working with Tate’s Visitor Engagement and Operations Managers to respond to operational challenges and deliver a seamless experience. You will support the Visitor Engagement and Sales Lead to meet ambitious membership income and retention targets, creating a positive membership culture across teams and advocating for a commercial approach.

What you will do (Main Duties and Responsibilities)

- Lead and motivate the Visitor Engagement and Sales team, ensuring colleagues are well equipped to fulfil their roles and have appropriate operational processes and support in place
- Coach and support colleagues to deliver against experience and commercial KPIs and targets, ensuring their skills and knowledge are up to date
- Line manage a team of Assistants, ensuring they are meeting the requirements of their roles and supporting their personal development
- Implement and monitor sales targets in collaboration with the Membership team and senior leadership team
- On a rota basis, act as the operational point of escalation for the contact centre, ticket desks and in-gallery visitor queries, working collaboratively with the Visitor Engagement and Operations Managers to ensure consistent levels of service and resolution
- Maintain a strong awareness of gallery operations in relation to safety, security and experience delivery. Respond to a range of operational queries whilst adhering to procedures and policies as an operational manager on the floor
- Act as a subject matter expert on Tate’s ticketing system, ensuring all processes are appropriately implemented and liaising with relevant colleagues to resolve technical issues in a timely manner
- Manage the delivery of member campaigns
- Embed a pro-active, service-focussed and commercial culture into front of house teams
- Lead the delivery of allocated commercial and income generating projects activities, developing and implementing sales initiatives.

- Lead on the delivery of a market leading experience to our members and wider audiences, maximising satisfaction and engagement standards across all channels and in line with relevant legislation (including GDPR, PCI and CCRs).
- Through insights and reporting, identify, recommend and implement new approaches and processes to improve people, customer and profit activities
- Ensure all financial processes and cash handling complies with legal and departmental guidelines. Act as a safe key holder.
- Ensure appropriate SOPs are in place, that teams are well briefed on Tate's Emergency Response Procedures and that all operational processes are embedded in standard ways of working
- Promote access and diversity and inclusion initiatives within the gallery spaces, identifying ways of improving access and delivering a truly inclusive welcome
- Complete risk assessments as required, ensuring all colleagues are working to best practice and have appropriate training

What you will bring to the team

You'll be a strong team player with a motivational leadership style. You'll have outstanding inter-personal skills and be able to organise and motivate a widespread, multi-disciplinary and busy team.

For this role, a passion for people, customer experience and sales is key!

Including the above, you'll also have:

- Experience of line management
- Experience of front of house and contact centre operations
- Experience in setting and achieving group and individual sales targets
- Demonstrable commitment to the delivery of the highest level of customer service
- Considerable organisational skills with experience of staff deployment over a seven-day operation in a tight budgetary environment.
- Excellent communication and negotiating skills, able to demonstrate results in building relationships across sites and departments.
- Confident with technology with a good working knowledge of Microsoft Word, Excel and Outlook.
- Demonstrable numerical ability.
- Strong command of written English, to business letter standard.
- Able to handle customer complaints with ease and authority.
- Flexible in approach and able to multi-task.
- An interest in art and Tate's mission.
- Experience of creating an inclusive and respectful culture within a team and applying the principles of diversity and inclusion in building and maintaining relationships.

Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate's future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.
- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate

activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last **3 years** of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our 'Guidance Notes for Applicants' document.

How to apply

Our opportunities are open for you to apply online. Please visit:

www.tate.org.uk/about/workingattate/ to create an account by registering your details or, if you are an existing user, log into your account.

For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is 3 June 2025 by midnight.

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.

