



# **Visitor Service Assistant**

**(Casual work and permanent hours  
available)**

ALEXANDRA PALACE, ALEXANDRA PALACEWAY, LONDON, N22 7AY • 02 08 36 5 2121 •  
ALEXANDRAPALACE.COM  
ALEXANDRA PARK AND PALACE CHARITABLE TRUST IS A REGISTERED CHARITY • CHARITY REGIS-  
TRATION NUMBER: 281991



## ABOUT ALEXANDRA PARK AND PALACE

Alexandra Palace is the iconic north London venue that offers everything you need for an extraordinary event or great day out with the benefit of some of the best panoramic views of London. Ally Pally, as it is lovingly known, hosts exhibitions, live music, live sport and corporate events throughout the year.

It is an exciting time to join us as we have just completed extensive restoration work to bring the **Victorian Theatre** back to life. The restoration process has breathed new life into a space that has been hidden for over 80 years. Preserved in a beautiful state of arrested decay and frozen in time, the complex work has created a space that retains the charm and character of the theatre while being fit to host contemporary productions.

<http://theatre.alexandrapalace.com/>

## ROLE DESCRIPTION

The **Visitor Service Assistants** are primarily based within the East Court and support front of house operations within the Victorian Theatre and assist with the wider event programme, specifically covering information points during live music, sport, exhibitions, and park events. The Visitor Service Assistants also provide cover for the Ice Rink Reception as and when required.

The ideal candidate will have experience dealing with customers face to face along with strong verbal communication skills. Prior box office or front of house experience is advantageous along with knowledge of Alexandra Park and Palace events and operations.

Alexandra Palace East Court is open to the public daily from 09:00 to 17:00, 7 days a week. Shifts usually start at 08:45 and end at 17:15. Morning, afternoon and day shifts are available.

On event days the Visitor Services team will work across all areas of the building and start and finish times are dependent on the event calendar. This may include some late night working during concerts and theatre productions.

Alexandra Palace Ice Rink is open to the public daily. Start and finish times depend on the needs of the business but early morning (07:00 start), day (09:00 start) and evening (15:00 start) shifts are available.

We have a number of contracts currently available including;

- 1 x full time (37.5 hours per week)
- 1 x part time (22.5 hours per week)
- Casual (work is offered on an as and when needed basis)

The hourly rate is £9.91

## HOW TO APPLY

To apply for the role of **Visitor Services Assistant** please send your CV and a cover letter outlining how you meet the requirements of the role to [recruitment@alexandrapalace.com](mailto:recruitment@alexandrapalace.com),

Please state in your application if you are looking for permanent hours or casual work.

Please also complete and return an [Equalities Monitoring Form](#) with your application.

Applications will be shortlisted on receipt

Please note that due to the volume of applications we are unable to provide feedback to those not shortlisted for interview

## OUR COMMITMENT TO EQUALITY AND DIVERSITY

Alexandra Palace values diversity, our strength comes from combining what we have in common, our shared purpose and values, with what makes each of us different. We believe that people from different backgrounds bring fresh ideas, thinking and approaches and can help us to be more effective.

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits. Alexandra Palace is proud to hold the Level 1 Disability Confident Employer Standard, demonstrating our commitment to recruiting and retaining disabled people and people with health conditions for their skills and talent, and providing opportunities to help them achieve their potential.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team.

<b>JOB TITLE</b>	<b>Visitor Services Assistant</b>	
<b>DEPARTMENT:</b>	Visitor Services	
<b>RESPONSIBLE TO</b>	Visitor Services Manager Visitor Services Supervisor Ice Rink Business Support Officer (x 2) when working on Ice Rink Reception	
<b>RESPONSIBLE FOR</b>	n/a	
<b>OVERALL JOB PURPOSE</b>	Welcome all visitors and guests to Alexandra Palace. To uphold service standards across the site delivering an efficient and effective customer experience across the East Court, Palm Court, Ice Rink Reception and Victorian Theatre.	
<b>KEY INTERNAL RELATIONSHIPS</b>	Marketing and Communications Team Ice Rink Duty Managers Sales and Catering Assistant Event Managers Facilities team	
<b>KEY DUTIES AND RESPONSIBILITIES</b>	<ol style="list-style-type: none"> <li>I. Engage with Alexandra Park and Palace visitors providing an excellent customer service, working as part of an effective team. Tasks may include but are not limited to: <ul style="list-style-type: none"> <li>- Cover welcome desk(s) and event info point</li> <li>- Respond to enquires via email, social media, on the phone and in person</li> <li>- Support with access requirements</li> <li>- Ensure that knowledge and understanding of Alexandra Palace activity is communicated effectively across the site</li> <li>- Resolve customer complaints in a timely manner in line with company policies</li> <li>- Answer and direct incoming calls</li> <li>- Assist with event, theatre and ice rink bookings (sessions, parties and classes)</li> <li>- Meet and greet clients and meeting attendees</li> <li>- Keep all public areas clean, tidy, and adequately stocked</li> <li>- Uphold standard operating procedures</li> <li>- Communicate Alexandra Palace's wider offer to guests and visitors taking the initiative to provide information above and beyond a customer enquiry</li> </ul> </li> </ol>	<b>60%</b>

	<p>2. Support the ticketing and box office operations for live events and the Ice Rink, assisting with sales, collections and enquiries.</p>	<b>10%</b>
	<p>3. Carry out front line service administration processes and procedures including:</p> <ul style="list-style-type: none"> <li>- Logging lost property</li> <li>- Signing for site wide deliveries</li> <li>- Franking post and organising couriers</li> <li>- Recording automated phone updates</li> <li>- Promoting the sale of Alexandra Palace branded merchandise</li> </ul>	<b>10%</b>
	<p>4. Prepare front of house units for opening at the start of the day / event and close down operations at the end of the day / event (depending on shift pattern) in line with standard operating procedures</p>	<b>10%</b>
	<p>5. Support front of house operational duties site-wide as and when required. This may include working in the East Court, Victorian Theatre, Palm Court Info Point, Cloakroom and Ice Rink Reception</p>	<b>10%</b>

<b>PERSON SPECIFICATION</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
	<p><b>EDUCATION / QUALIFICATIONS / MEMBERSHIPS</b>            Educated to GCSE level <i>or equivalent</i> with grades A-C at English and Maths</p> <p>Fluent in English language</p> <p><b>EXPERIENCE</b>            Experience dealing with customers face to face</p> <p>Experience of resolving complaints</p> <p>Experience handling cash and card transactions ideally gained in a retail environment</p> <p><b>SKILLS / KNOWLEDGE</b>            Interest in live events i.e. Theatre productions, live music, live sport, exhibitions</p> <p>Customer focussed</p>	<p>Experience working in front of house role in a venue or leisure facility</p> <p>Box office experience</p> <p>Experience using a CRM / ticketing system e.g. Spektrix or similar</p> <p>Office administration experience including responding to customer calls and emails</p> <p>Knowledge of Alexandra Park and Palace's events programme and operations</p> <p>Knowledge of health and safety processes and procedures</p>

	<p>Strong communication skills both written and verbal</p> <p>Good problem solving skills and a methodical approach</p> <p>Ability to prioritise and manage own time</p> <p>Friendly and approachable team player</p> <p>Ability to work a flexible shift pattern including some evenings, late nights, weekends and bank holidays depending on event operations</p>	<p>Understanding of social media and its uses including: facebook, Instagram, twitter and snapchat</p>
--	--	--

## DIMENSIONS

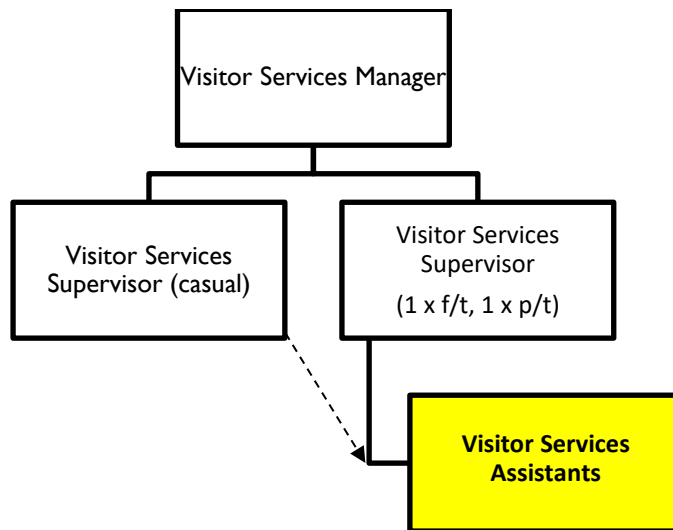
### Financial responsibilities

Cash handling

### People management responsibilities

n/a

## ORGANISATIONAL CHART



## GENERAL OBLIGATIONS

- i. **Health and Safety**  
All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.
- ii. **Equality**  
Commitment to equality of opportunity in the service we provide to our customers and as an employer.
- iii. **Safeguarding**  
Demonstrate commitment to safeguarding of children, young people and vulnerable adults.
- iv. **GDPR**

To handle personal data in accordance with the organisation’s data protection policy and to record all processing activities in the organisation’s data register where appropriate.

## VALUES AND BEHAVIOURS

1. We are Collaborative
2. We are Bold
3. We are Open and Genuine
4. We are Passionate and Fun
5. We are Resourceful

### The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level I (of 4) and therefore should be demonstrating behaviours at level I.

#### 1. We are COLLABORATIVE

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

	We Will	We Won't
Level I	<ul style="list-style-type: none"> <li>• Work together collaboratively- acting as one team</li> <li>• Communicate with colleagues and other teams - building relationships, sharing information and reducing silos</li> <li>• Attend and actively participate in team meetings</li> <li>• Look for frequent opportunities to socially interact across the organisation</li> <li>• Ask for help more often</li> <li>• Pro-actively offer help if a team member is struggling</li> </ul>	<ul style="list-style-type: none"> <li>• Wait to be asked for help or leave people to struggle</li> <li>• Work in silos</li> <li>• Make decisions without consulting each other</li> <li>• Withhold information from others</li> <li>• Be silent and uncommunicative</li> <li>• Hold back because of lack of time or interest</li> <li>• Ignore the phone or customers</li> <li>• Act divisively</li> </ul>

#### 2. We are BOLD

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

	We Will	We Won't
Level I	<ul style="list-style-type: none"> <li>• Bring creative ideas to work, share them with others and influence to make them happen</li> <li>• Be adaptable and open minded - listen to new ideas and try new things</li> <li>• Demonstrate a passion for learning put self forward to be trained and to train others</li> <li>• Be more vigilant in spotting the things which could be better</li> <li>• Admit when a mistake has been made or could have been done better</li> <li>• Welcome change as a way to learn and grow</li> </ul>	<ul style="list-style-type: none"> <li>• Resist change and new ways of doing things</li> <li>• Be afraid to try new things</li> <li>• Be defensive when constructive criticism is offered</li> <li>• Make the same mistakes</li> <li>• Hold back ideas</li> <li>• Blame others if new things go wrong</li> <li>• Dismiss or shut down ideas without suggesting alternatives or looking at ways to make it work</li> <li>• See setbacks as failure</li> </ul>

### 3. We are OPEN AND GENUINE

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

	We Will	We Won't
Level I	<ul style="list-style-type: none"> <li>• Treat people with respect, irrespective of their opinions, beliefs or background</li> <li>• Demonstrate good manners with everyone</li> <li>• Listen to others and value their opinions</li> <li>• Take time to get to know other individuals and teams, who they are, what they do and how we can help</li> <li>• Discuss things in person and not rely on email</li> <li>• Be more culturally aware and understanding of difference</li> <li>• Work sensitively and collaboratively with all</li> <li>• Meet commitments and keep promises - follow up on enquiries or requests for information promised</li> <li>• Confront difficult situations</li> </ul>	<ul style="list-style-type: none"> <li>• Disrespect colleagues or customers</li> <li>• Single out, exclude or discriminate against people because they are different to me or for any other reason</li> <li>• Dismiss the views of others because their opinion and perspective is different to ours</li> <li>• Criticise colleagues in front of others or the public</li> <li>• Take sides when hearing different opinions</li> <li>• Bring personal problems into work on a regular basis</li> <li>• Talk or gossip about others</li> <li>• Talk the organisation down inside or out</li> <li>• Fail to deliver on what we have promised</li> </ul>

### 4. We are PASSIONATE & FUN

“Our job is to put smiles on people’s faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

	We Will	We Won't
Level I	<ul style="list-style-type: none"> <li>• Demonstrate enthusiasm and excitement in the delivery of our roles</li> <li>• Express passion, energy and fun with colleagues and customers</li> <li>• Focus on quality – completing work on time and accurately</li> <li>• Take visible pride in our work every day</li> <li>• Be self- motivated and stay positive even when sometimes it is hard to do so</li> <li>• Deliver the best experience for our customers</li> <li>• Look for opportunities to bring fun to work</li> </ul>	<ul style="list-style-type: none"> <li>• Create a negative atmosphere</li> <li>• Demonstrate a can't do attitude</li> <li>• Allow the negativity of others to affect me</li> <li>• Take things to heart</li> <li>• Take a careless attitude to the quality of our work</li> <li>• Say “I don't know” – I will go and find out</li> <li>• Say “It's NOT my job”</li> </ul>

**5. We are RESOURCEFUL**

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

	<b>We Will</b>	<b>We Won't</b>
<b>Level I</b>	<ul style="list-style-type: none"><li>• Be determined to deliver making best use of the resources we have</li><li>• Say yes more often and then work out how to do it with what we have</li><li>• Use initiative to solve problems – seeing every problem as a challenge and an opportunity to grow</li><li>• Minimise wastage and recycle more</li><li>• Look after resources as if they are personal belonging s- keeping them tidy and maintained</li><li>• Make suggestions on how to make things more efficient or reduce cost</li><li>• Take accountability and show a “can-do” attitude</li></ul>	<ul style="list-style-type: none"><li>• Bring problems without thinking of possible solutions or suggestions</li><li>• Abandon problems hoping someone else will solve them</li><li>• Say “Yes” if I know I can't do something</li><li>• Use budget as an excuse not to do things</li><li>• Be wasteful of time, resources, energy and equipment</li></ul>

**JOB APPLICANT PRIVACY NOTICE**

As part of any recruitment process, Alexandra Palace collects and processes personal data relating to all job applicants. Alexandra Palace is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. For further information please see our job applicant privacy notice on our website: <https://www.alexandrapalace.com/about-us/jobs/>