



HOME OF THE
CHELSEA PENSIONERS

1. Job Title	Audience Engagement Officer	2. Job Description Date	11/10/2021
3. Department/Team	Public Engagement	4. Grade of Job	TBC
5. Job Family	TBC [HR to complete]	6. Notice Period	Temporary Post
7. Context			
<p>The RHC is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Infirmary) for some 300 retired soldiers, known as In-Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation, and safeguards their historic home for the veterans of tomorrow.</p> <p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital's Strategy and Vision.</p>			
8. Role Purpose:			
<p>RHC is a listed heritage site that encapsulates magnificent buildings designed by Sir Christopher Wren and Sir John Soane as well as 66 acres of grounds. Home to the iconic veteran community known as the 'Chelsea Pensioners' since 1692, RHC is a unique working historic building with a wealth of socio-military, natural and architectural heritage.</p> <p>The Audience Engagement team oversees RHC's public programmes, visitor services and interpretation, formal learning and education work, as well as supports the Chelsea History Festival, which was established in 2019 in conjunction with the National Army Museum and Chelsea Physic Garden. Audience Engagement sits within the Public Engagement department, which also incorporates PR and communications, retail, public affairs and fundraising.</p> <p>The Audience Engagement Officer is a new temporary post that will provide reliable and focused support for public events and visitor services, including a new lecture series, interpretation and commercial heritage opportunities.</p> <p>The post-holder will be required to work closely with volunteers and stakeholders, such as Chelsea Pensioner tour and museum guides, consultants and partner organisations. This is an exciting time to join the Audience Engagement team, which is working towards the launch of a new Visitor Centre and developed visitor offer.</p> <p>The post-holder will have a working knowledge or experience of visitor services in historic sites or attractions.</p> <p>A Disclosure and Barring Service check will be required.</p> <p>The post is contracted until September 2022 (Monday – Friday, or 41 hours per week including lunch breaks). Some evening or weekend working will be required (time off in lieu will be given for events taking place outside of regular working hours).</p> <p>The Audience Engagement Officer reports to the Head of Audience Engagement.</p>			



9. Principal Accountabilities: 8-10 outcomes

Public programmes

- Oversee public programmes, supported by veteran volunteers. These might include large-scale events, workshops, talks, tours, longer-term visitor engagement projects and the development of resources. Public programmes take place both within the RHC site and in the wider community
- Management of the Audience Engagement operational activities calendar; ensure all relevant RHC departments and the In-Pensioner community are aware of scheduled programmes and events and collaborate with colleagues as required
- Contribute to devising content for public programmes and make recommendations for their development
- Act as a 'front of house' champion, welcoming and providing support to visitor groups where appropriate; undertake 'gallery checks' to ensure all visitor spaces are prepared in advance

Communication

- Act as the first point of contact for the Audience Engagement Office, overseeing enquiries from members of the public, visitors, colleagues and Chelsea Pensioners and actioning as appropriate
- Act as a point of co-ordination and support for departmental volunteers
- Liaise with suppliers and partner organisations, as directed

Visitor services

- Provide support for Audience Engagement-led events and activities; responsibilities range from liaising with external speakers to developing marketing or event materials with the Communications team
- Provide on-the-day logistical support for Audience Engagement events, being on hand to welcome visitors or co-ordinate volunteers
- Ensure visitor feedback mechanisms are in place. Collate visitor feedback and audience data and prepare monthly reports
- Prepare proposals and make recommendations for an augmented visitor experience

This list is not exhaustive.

10. Leadership expectations

The role holder is expected to:

- Maintain the highest standards of ethical and personal practice, ensuring that the wishes and rights of the Chelsea Pensioners are always fully understood and protected
- Work to ensure that the Royal Hospital Chelsea becomes regarded as one of the nation's pre-eminent heritage sites and that public understanding of its important socio-military heritage is strengthened and widespread – without breaching its physical integrity, collections or reputation
- Work with and co-ordinate volunteers, as required
- Uphold and promote RHC's values (Enjoy Life; Nurture Belonging; Respect Individuals; Encourage Pride) and policies
- Oversee the day to day running of RHC's public programmes
- Support RHC's audience development and visitor services strategies
- Develop, implement and operate consistent administrative processes that comply with RHC standards and processes
- Support other members of the team during busy periods; and



- Willingness to work out of hours when required and attendance at events, as appropriate (time off in lieu afforded at the discretion of line manager)

11. Skills Knowledge and Experience

Essential Skills

- Exceptional people skills and the ability to forge strong working relationships, including with beneficiaries, staff and stakeholders
- Excellent written and communication skills
- Highly computer literate, with experience of the Office suite
- Highly proficient in the use of the MS Office suite

Desirable Skills

- Proficiency in financial administration, e.g. ticketing or invoicing
- Event management

Knowledge and Experience

- Experience of working within a heritage or museum environment or visitor services

Competences

- Ability to exemplify exceptional customer service
- Highly organised and able to use own initiative to work effectively on multiple projects
- Excellent attention to detail
- Ability to work calmly under pressure
- Both self-motivated and a team player, willing to work out of hours when needed to support the team
- A keen interest in history

Qualifications:

- Educated to degree level or the equivalent professional experience and/or training in administration/visitor services/arts and heritage sector

12. Agreement: I have reviewed this Job Description and confirm it accurately reflects the role.

Line Manager.....  Date11/10/2021.....

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.