



Job Description/Person Specification

1. Post

Post:	Visitor Experience Assistant		
Contract:	Permanent		
Hours:	22 hours per week, Wednesdays to Saturdays. Additional hours may be required.		
Salary:	£8.50 per hour	Date:	Starting March 2019

About BOM

BOM is a centre for art, technology and science dedicated to creative innovation with purpose. Located in central Birmingham, less than one minute's walk from New Street Station and the Bullring, our gallery is free to enter and presents cutting edge digital artworks and exhibitions that spark debate about technology and scientific progress.

BOM is dedicated to positive social impact in all that we do. Our exhibitions and events explore topical issues in digital culture and science which impact on human lives. Our education work engages excluded children, young people and adults in creative technology programmes, with a particular interest in neurodiversity and technology.

BOM is born from hacker culture. But unlike other hackspaces that are filled with tools and operate on a membership model, our building is publicly accessible with free exhibitions and events.

At the heart of BOM is a community of Fellows, a group of hugely talented artists, scientists and technologists, who use our studios and co-working spaces to develop innovative and impactful work. The BOM Fellows all fuel, and are fuelled by, BOM's ethos and help us achieve our mission.

For more information visit bom.org.uk.

About this role

The Visitor Experience Assistant plays a key role in BOM's small, dynamic staff team, communicating the ideas behind our work and developing conversations with visitors *In Real Life* and *online*.

IRL, the Visitor Experience Assistant provides a friendly and welcoming introduction to visitors to the gallery, explaining the ideas behind artworks and maintaining security whilst we are open to the public. When the gallery is closed, they assist the Head of Programme in coordinating exhibition installations and events.

Online, the Visitor Experience Assistant takes a leading role in engaging BOM's online community, creating daily posts via Twitter, Facebook and Instagram to promote our programmes and generate lively discussions around relevant topics in art / technology / science / engagement for audiences who don't engage physically.

The Visitor Experience Assistant also puts together regular e-news campaigns using Mailchimp to share BOM's upcoming events with our mailing list subscribers, and contributes to BOM's website by uploading content and ensuring content is up to date.

2. Supervisory responsibilities/position in structure

Responsible to:	Head of Programme
-----------------	-------------------

3. Main function of job (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required)

Key tasks include:

- Welcoming visitors and providing information about the exhibitions / BOM
- Authoring and implementing a Social Media Plan to promote our exhibitions and events using Twitter, Facebook, Instagram and Mailchimp
- Adding content to the BOM website and ensuring website content is up to date
- Maintaining clean, tidy and safe conditions in the gallery
- Responding to technical issues with artworks by troubleshooting / reporting to the Head of Programme
- Supporting the Head of Programme in coordinating exhibitions and related public events

4. Main duties

Duties/Responsibilities

- Deal with visitors and enquiries in a friendly and efficient manner, both face to face and over the telephone
- Keep abreast of BOM's programmes and interests, liaising with the BOM team, Fellows and artists to deepen understanding and share information with audiences IRL and through social media
- Create daily social media content: Tweets, Facebook & Instagram posts to generate conversations with audiences and promote our programmes / wider interests
- Create monthly e-news, and preview event e-mailouts with content provided by and signed off by the Head of Programme/Director
- Adding content to BOM's website and ensuring content is up to date
- Report any technical issues and/or maintenance needed within the gallery space to the Head of Programme / liaise with BOM's Digital Producer or artists as necessary
- Record audience data to assist with reporting to funders (visitors numbers and audience surveys)
- Attend and contribute to fortnightly Staff Meetings
- Assist the Head of Programme in preparing for exhibitions and events as and when required. For example ordering materials, booking artist travel and accommodation and assisting with exhibition installation
- Ensuring up to date signage and interpretation is available to visitors (gallery guides, door signs and chalk board)

Other Duties

- Work as a key member of the team and contribute to the achievement of its objectives
- Any other duties that may reasonably be required by the Director/ Head of Programme.

5. Requirements to carry out job

Essential or desirable indicated against each requirement	E	D
Experience required:		
Experience of working with people in a public-facing role	√	
Experience of using social media to generate lively conversations	√	
Experience of using Mailchimp or similar e-news software		√
Experience of using Wordpress or similar website management		√
Experience of working in a cultural organisation		√
Degree or equivalent in art / tech / science subject		√
Any particular aptitude/skill required:		
Friendly, positive disposition	√	
Excellent verbal and written communication skills	√	
Proactive approach. Awareness of the wider environment: Ability to spot problems and quickly respond with solutions	√	
Proficient in Mac computer		√
Ability to create thought-provoking conversations with visitors to the gallery and online through social media, about art/tech/science	√	
The ability to multitask and prioritise a varied workload	√	
A passion for art / technology / science and the ability to inspire others about the work of BOM	√	