



# Visitor Experience Team Leader

## Application Pack 2025

**Application  
deadline:  
Monday 7  
July, 5pm**

**z-arts.org**

335 Stretford Road,  
Hulme, Manchester,  
M15 5ZA

Registered charity 1093556

**Ask us a question or call for a chat.**

Get in touch in whichever way works best for you  
– or drop us a line and ask us to call you back.

**Email: [felicity@z-arts.org](mailto:felicity@z-arts.org)**

**Call: 0161 226 1912**



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## Title: Visitor Experience Team Leader

**Based at:** Z-arts

**Hours:** 37.5 hours p/week

A good deal of flexibility is required for this role. Evening and weekend working will be required

**Deadline / Interviews:** Monday 7 July, 5pm  
Interviews: Tuesday 29 & Wednesday 30 July

**Salary:** £24,755

**Ideal start date:** Ideally Tuesday 26 August to join Z-arts Away Day, but certainly by Tuesday 2 September.

### Key Highlights of the Role:

This is a varied, visitor-facing role where no two days are the same. You'll help ensure every guest feels welcomed, informed, and safe - whether they're attending a show, exploring the exhibition, joining a class, or relaxing in the café. With activities happening across multiple spaces, from the children's library to our family escape room, you'll play a key part in delivering a smooth and enjoyable experience that encourages people to return.

# Welcome from our CEO



**Here's a BIG welcome to Z-arts - the UK's only dedicated arts centre for children and families.**

We pride ourselves on being welcoming and family-orientated, and I try to extend that to the whole team as well as to our visitors. Many organisations like to call themselves a family, but at Z-arts, we take it one step further!

I'm delighted you're interested in working with us. The staff here are an amazing bunch, full of vivacity and passion for the work we do and if you join us, you'll see for yourself that it's a great place to work. The children and the artists are all pretty inspiring too. Not that it's not hard work. We're a small team, and we expect you to go the extra mile.

The payback is that you'll learn loads, including skills that might not be on your job spec, make friends and enjoy a job that is the spice of life - variety - every day is guaranteed to be different.

You'll find my door is always open (there's often a tennis ball flying in and out of it for Siskin, the office dog to play with), so if you have any questions or great ideas to share, just ask. I hope you enjoy reading this pack, and are encouraged to make an application.

**We look forward to hearing from you soon!**



**Our beautiful Edwardian building!**



**Liz O'Neill CEO**



**Siskin - Apprentice CEO**



# About Z-arts



Z-arts is the UK's only dedicated arts centre for children and families, delivering a broad range of performing arts events, performances, exhibitions, activities, workshops and participatory opportunities.

## Our Mission

**To inspire and enable generations of young people from Manchester and beyond to use creativity to achieve their potential.**

- Z-arts uses creativity to inspire, enrich and enable children, young people, and families to reach their potential and be the agents of change in their own lives.
- In our arts centre in Hulme, in education, in communities, at home, and across networks.
- Developing Children, Young People, Educators, Artists, and Family-togetherness.

Based in Hulme, we are committed to supporting our local communities as well as reaching out across Greater Manchester and the North West. We operate from a large Edwardian building that includes a 230-seat theatre, gallery, recording studio, music room, dance studio, café, our brand-new children's library, escape room, and rehearsal/meeting rooms. But there is much more to what we do that is outside of the building.

**We lead networks:** Big Imaginations children's theatre network; MADE (Manchester Cultural Education Partnership); and the Manchester Family Arts Network.

We receive strategic funding from Manchester City Council, to lead on best practice for engaging children and young people in arts and culture. We are an Arts Council England National Portfolio Organisation, leading and delivering the Big Imaginations regional network of children's theatre, programming, and commissioning relevant, diverse theatre for the modern family.

We lead the Manchester Cultural Education Partnership (MADE) Working Group, with a vision to make Manchester a beacon for creative education, where the arts add magic to life experiences and learning for everyone.



## What We Believe

### Our manifesto to our families...

Z-arts is a place to express yourself, celebrate your imagination, have fun, be entertained, and dream big! So, whatever your age and whether you're coming to see a show or make some amazing mini-masterpieces in one of our arts workshops, we hope you enjoy your visit to Z-arts and are inspired by your own creativity.

### History of Z-arts

*Pavarotti sang here. Warren Beatty used our building in his film Reds. And Benji Reid's Life of a B-Boy was born here, if there's one thing that's for sure it's that Z-arts has a fascinating and eventful history!*

[www.z-arts.org/about-us/our-history/](http://www.z-arts.org/about-us/our-history/)


Want to find out loads more about Z-arts?  
Head to our website...

[www.z-arts.org/about-us/](http://www.z-arts.org/about-us/)

You can also have a nosey at our social media channels if you fancy.

 @z.artsmcr

 @zartsmcr

 @Z\_arts\_mcr

 Search for Z-arts



# Working at Z-arts



**We believe that theatre and the arts are for everyone.**

They are inspiring, immersive, and magical, and we want to share the joy of creativity, imagination, and storytelling with children and families in Greater Manchester and beyond.



## Our Values

welcoming

forward-thinking

inclusive

engaging

vibrant

fun

A recent staff workshop identified 'inclusive' and 'fun' being our primary values.

## It's sometimes all hands on deck!

**Z-arts has a relatively small team with lots on the agenda that we aim to get our teeth stuck into! This sometimes means that it's all hands on deck - so be sure you're up for doing a little bit of everything.**

We need you to get involved to help support our organisation and the amazing work we do. Getting involved varies from, giving a wave to our social media channels, welcoming a school to our building, being a budding steward, or helping out the Box Office team over the festive period.

We work collaboratively across our teams and alongside the many networks we lead.





# Working at Z-arts



**At Z-arts we feel it's vital that our employees are well rewarded. We are constantly reviewing the details of our package, but the things you'll be able to enjoy currently include:**

- 23 days holiday per annum, plus statutory public holidays (pro rata for part-time staff).
- Entitled to one extra days holiday after one year of continuous service.
- Group Personal Pension scheme – Z-arts contribute 3% of the salary for each employee which contributes 5%.

## Sub-Groups

**There are four sub-groups run by our staff here at Z-arts, these are:**

- **Diversity**, driving our diversity manifesto forward throughout our activity.
- **Access** ensures everyone's visit to Z-arts is as enjoyable as possible.
- **Green Champs**, our environmental heroes.
- **Wellbeing**, to make sure our employees feel at their best!

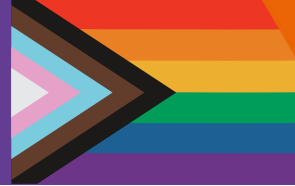


## Wellbeing

At Z-arts, employees' wellbeing is a big priority, and we want employees to be the best they can be. Our wellbeing benefits up to now include:

- Flexible working hours
- Team well-being walks
- Refreshments in our staff kitchen
- Regular all staff meetings
- Regular team socials! (We know lots of people in the arts & cultural sector, there's always a ticket or two going for shows & events across the city)
- Free tickets to all of Z-arts events & productions!
- Buddy System
- Team Away Days





## Diversity

**We've recently been working on our new diversity manifesto. Here's a snippet below.**

Our activities reflect our audiences, and we aim to represent all the different communities in our area. Z-arts is an antiracist organisation. We do not tolerate discrimination of any kind. We practice inclusivity and accessibility and are learning how to embed trans-inclusivity across all we do. Z-arts is welcoming to all people who do not discriminate against others.

We acknowledge all protected characteristics in the Equality Act 2010 – including age, disability, gender, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation recognising socio-economic status and class as a thread that intersects all of these.

**As a **learning organisation**, Z-arts is always open to change.**

**You can read more about what diversity means to Z-arts at:**

**[www.z-arts.org/about-us/work-at-z-arts/](http://www.z-arts.org/about-us/work-at-z-arts/)**



## Our Recruitment Policy

Z-arts have a recruitment policy in place to ensure job applicants are considered equally and fairly, and are not discriminated against based on their race, nationality, ethnicity, religion, gender, sexual orientation, marital or civil partner status, disability, or age.

You can find out more about our **Unconscious Bias Recruitment Policy** [here](#). Z-arts also have a Safer Recruitment Policy which takes this further and ensures we are keeping children safe, this applies to all staff, freelancers, volunteers and placements.



**Our building is located at:**

**Z-arts  
335 Stretford Road,  
Hulme, Manchester,  
M15 5ZA**

**Our registered charity no. is:  
1093556**



# Working at Z-arts



## What the team say!

Don't just take our word for it, see what our staff have to say about working at Z-arts.

I love working at Z-arts! Each day is new and exciting - full of colour, joy, and creativity! Being a parent and working here is also great as my kids love Z-arts. We get a free Family Membership and are the first to see all the fabulous shows and exhibitions on offer!

- **Janine, Resident Visual Artist**



Part of Z-arts' remit is working with children and families, encouraging artistic fun and exploring the joy of just playing. The best thing is, that the remit doesn't stop at participants but also extends to the staff here. And their commitment to this honestly creates such a supportive, professional, productive, and most importantly fun working environment! And it's such a joy to be part of this! It allows you to be a big kid while being a grown-up. - **Isah, MADE Administrator**

Since joining Z-arts 20 years ago, I have never enjoyed a job so much. I thoroughly love working in such a dynamic organisation and doing the work I do. Z-arts has continued to grow and prosper over the years and we thoroughly deserve the praise we get from both parents and their children. I really take pride in seeing some of the shy young people developing and becoming more confident by attending our creative workshops. It is fantastic that I still get a buzz out of coming into work each day.

- **Paul, Deputy House Manager**

Working at Z-arts is so refreshing! It's brilliant to work somewhere where there is such a hive of creative minds and new ideas are met with, 'let's give it a go!' Z-arts are all about supporting the community and the whole family and this extends to the staff too. Having a young family, working at Z-arts allows me to work around family commitments and are genuine about being a supportive workplace for flexible working. - **Hannah, Creative Schools Project Coordinator**



# What our families say!

Z-arts has given my daughter the opportunity to be a dancer and performer, which otherwise I feel she would have missed out on due to our financial situation. It is an amazing place and I don't know what we would have done if we hadn't found it.

- Parent



I love coming to Z-arts because the activities and classes here allow me to express my personality and open my mind to the world of creativity.

- Bright Sparks Member

Z-arts has made arts and theatre particularly accessible to my family, it's been inclusive to my child with SEN and recaptured my love for the arts.

- Parent



Z-arts are really inclusive with our ideas. It makes us feel like we really fit in... our ideas want to be heard and our ideas really matter.

- Parent



## ROLE OVERVIEW:

### Visitor Experience Team Leader

**Z-arts is a vibrant arts centre housed in a beautiful, large Edwardian building, which is dedicated to providing fun and exciting, creative activities for children and their families.**

We often have a wide range of activities and events taking place at the same time, and your job would be to ensure that all visitors are warmly welcomed, know where they are going and what they are doing, that they feel safe throughout their time with us and are encouraged to return.

You will need to have a keen eye on all areas, including free to access areas such as the café, play areas and our dedicated children's library, as well as specific activity locations including our immersive Exhibition, Family Escape Room, Theatre, Bright Sparks classes and Special events.

Working closely with the Visitor Experience Manager and Deputy Manager this role will be responsible for providing a welcoming and safe space for our community of visitors, whether they are seeing a show, attending an event or workshop, borrowing a book, or just enjoying a drink in our cafe.

You will have shared responsibility for day-to-day delivery of a seamless visit for all visitors, ensuring the customer journey encourages repeat visits and brand loyalty.





## **PURPOSE**

**The Visitor Experience Team Leader is the first point of contact for visitors at Z-arts providing a safe, fun and friendly welcome.**

You are a key member of the team that welcomes visitors into the building and have a responsibility across the front of house that includes the Café, Box Office and Retail.

The Visitor Experience team will be multi-skilled across our FOH area's and will work in a variety of capacities - welcoming visitors, selling tickets, working in the café and ushering shows and events.

The Visitor Experience Team Leaders will support the operational elements of Z-arts, to ensure visitors to the centre enjoy a pleasant experience.

## **PRINCIPLE RESPONSIBILITIES**

### **Visitor Experience**

- To be a duty manager as required.
- To lead by example, actively delivering Z-arts brand and values of being welcoming, inclusive, vibrant, forward-thinking, engaging and fun to all visitors.
- To help deliver the highest standards of customer service across the visitor experience, proactively welcoming all visitors in a warm, friendly and open manner, answering any questions they might have.
- To help to create an atmosphere of creativity in the building that inspires children and families to participate in our programme
- Ensure the venue is clean and presented to a high standard.
- Ensure the Immersive Exhibition, Escape Room, Library and play spaces, are in working order, and safe prior opening.

### **Events**

- To safely ensure the ingress/egress of audiences and work alongside the technical team to ensure all shows and events run on time.
- Assist visitors with admissions to the centre, events and school bookings.

### **Sales**

- Ensure cash handling, PDQ payments, reconciliations and reporting requirements are completed accurately on a day to day basis.
- Promote cross or up selling opportunities in the café and shop.
- Take every opportunity to increase the number of donations to Z-arts.
- Monitor tidiness and stock levels within the shop, replenishing stock where necessary and alerting the VEM to any stock issues.

## **Cafe**

- Ensure the highest standards in preparation and service of food and drink (alcoholic and non-alcoholic) and providing customers with polite, friendly and helpful service.
- Working with Visitor Experience Assistants to ensure that food and drink is served to a high standard and in a timely fashion.
- Ensure regular cleaning of all café, kitchen and stockroom areas and equipment.
- Ensure you adhere to all Café Bar Policies and Procedures and that all Environmental Health and Food Standards Agency policies and procedures are always followed and records are up to date and maintained on a regular basis.

## **Ticketing**

- As part of the Visitor Experience Team sell tickets via our Spektrix box office system, in person, online and via contactless payments.
- Ensure the box office and ticketing system (Spektrix) shows and events are listed correctly.
- Check tickets and direct visitors to the correct areas.
- To process all data in programs such as 'Views' accurately and in a timely manner.
- Always ensure GDPR compliance, specifically in relation to maintenance of visitor records.

## **Staff Management**

- To support with the induction and training of all Visitor Experience Assistants including customer service, box office, access, licensing and food hygiene.
- As Visitor Experience Team Leader you will motivate the team to use their knowledge skills and experience to achieve the Visitor Experience team goals.
- As Visitor Experience Team Leader you have responsibility to act as a positive role model and lead by example.
- As Visitor Experience Team Leader you have responsibility to ensure that the values of Z-arts are upheld.
- As Visitor Experience Team Leader you will ensure the policies, procedures and vision of Visitor Experience are followed and carried out to a high standard.

## **Health & Safety**

- To support the VE Manager and Deputy manager in the safe evacuation of the building in an emergency, ensuring the safety of visitors and other staff, liaising with the fire brigade, ambulance service and/or police as required.
- As Duty Manager be responsible for the safety of the building, including conducting checks to ensure that it is clean and safe at both the start and end of a shift.
- As a qualified first aider, provide first aid and management of any accidents or incidents at the venue including reporting as required.
- Comply with risk management at all times, identifying any safety or security issues quickly and dealing with them efficiently or reporting to SMT as appropriate.
- To act as a key holder; ensuring that procedures for security are followed at all times



## **General**

- Any other duties to assist Z-arts staff as directed by your line manager.
- To adhere to all Z-arts policies and procedures, including safeguarding, equal opportunities and anti-racism policy and manifesto
- To undertake training as directed by your line manager, in order to comply with legislation and best practice.
- To carry out duties in a safe manner in accordance with the current Health and Safety at Work legislation.

### **Person Specification**

We are most interested in hearing from people who fit this specification, but don't worry if you are not strong in certain areas. Z-arts is a learning organisation, and we will support the right candidate to gain skills they are less strong in. Having the right characteristics is more important to us than being able to tick all the 'qualifications', 'experience' or 'knowledge' points.

**The successful candidate will be able to demonstrate the following:**

<b>PERSON SPECIFICATION</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS / TRAINING</b> <ul style="list-style-type: none"><li>• Level 2 Food hygiene certificate</li><li>• First Aid Certificate</li></ul> <p>*Whilst these qualifications/ training are essential, we will provide them to the right candidate if you do not already possess them</p>	Yes* Yes*	
<b>EXPERIENCE</b> <ul style="list-style-type: none"><li>• At least 1 years experience of working in a public-facing role in an arts venue or relevant industry e.g. museum, hospitality, catering, visitor attraction</li></ul>	Yes	
<b>SKILLS / KNOWLEDGE -</b> <ul style="list-style-type: none"><li>• Strong administrative, organisational, time management and prioritisation abilities to maintain systems, records and data .</li><li>• Experience and knowledge of ticketing systems such as Spektrix</li></ul>	Yes	Yes

<b>CHARACTERISTICS–</b>		
• An interest in developing a career in a visitor experience role.	Yes	
• An interest in working in a creative environment with children and families.	Yes	
• Approachable and the ability to communicate and advocate the work of the building.	Yes	
• A friendly and welcoming demeanour, enthusiastic and proactive attitude towards your duties.	Yes	
• Ability to work effectively under pressure and deal with conflicting demands.	Yes	
• Ability to solve problems proactively in a calm and effective manner, working well under pressure.	Yes	
• Ability to work well in diverse team and cooperate with others.	Yes	
• Excellent standard of personal presentation and hygiene.	Yes	
	Yes	

This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business. This job description is not contractual.

# How to apply

**Please download and complete Part 1 and Part 2 of the application form.**

If you'd rather make a video application for Part 2 of the application, please ensure it is no longer than 3 minutes. **Everyone is required to complete Part 1.**

As you fill in the application form, please explain how you think you meet the job description and person specification for the role. The information you provide will be used for the shortlisting process. It is important in your application to give us examples of what you have previously done that shows us how you could be right for the job and why you're enthusiastic about joining Z-arts.

You do not have to have previously undertaken all of the duties in the job description but you should tell us about your potential ability to do them.

**Please email completed applications to: [paul@z-arts.org](mailto:paul@z-arts.org)**

We will contact you by email if you are shortlisted for an interview.

All job applicants will be contacted via email whether or not they have been shortlisted.

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**Ask us a question or call for a chat.**

Get in touch in whichever way works best for you – or drop us an email and ask us to call you back.

**Email: [felicity@z-arts.org](mailto:felicity@z-arts.org)**

**Call: 0161 226 1912**



**Thank you for taking the time to read our application pack!**

This recruitment pack is brand new! It's a work in progress and a learning document for us to update and make even better in due course.

**So, if you have any feedback on the content, layout, or anything at all, we'd love to hear what you think.**

Please email [marketing@z-arts.org](mailto:marketing@z-arts.org) - we're all ears!



**z-arts.org**

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Registered charity 1093556