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Update

Ministry

Describe: Basic Job Details

Position

Position Number

Working Title (30 characters)

Current Class

Job Focus

Supervisory Level

Business Unit

Dept ID

Program Code

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

 Current organizational chart attached?

Supervisor's Position Number

Supervisor's Working Title (30 characters)

Supervisor's Current Class

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

The Admissions Associate is the first point of contact for all museum guests. The Admissions Associates main purpose is to greet all guests, welcome them, ensure they feel orientated to the building and can answer general questions about the museum and the experience a potential visitor can expect. The Admissions Associate will primarily work at the admissions desk, answering inquiries in person and by telephone, selling tickets and annual memberships, up selling additional services, collecting revenue fees and providing outstanding customer service. Another role Admissions Associates will have, from time-to-time, is to be located at the entrance and/or lobby welcoming guests and providing basic building and museum information. In addition, Admissions Associates will give basic orientation tours to visitors in small groups, providing information on the building and museum as they have been trained.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities ([sample policy research job](#)):

Responsibility: Excellent Customer Service

Ensure each and every museum visitor is greeted by a museum representative in a friendly and positive manner and is welcomed to enjoy their museum experience by:

- Working with the Admissions Coordinator, be knowledgeable about daily events, operational focuses, marketing

campaigns, changing galleries schedules and other museum offerings

- Continually be aware of the museum website; and provide feedback to the Admissions Coordinator on potential opportunities or issues
- Following the front of house dress code and taking pride in work appropriate personal appearance
- Assessing lobby traffic flow and placing stanchions as required
- Advising security of any potential situations or problems they should be aware of
- Providing professional and courteous communication to all guests and colleagues, no matter the circumstance
- Following the front of house dress code and taking pride in work and personal appearance
- Providing accurate information to guests
- Processing admissions services efficiently and accurately
- Providing customer service following the GoA values: respect, integrity, accountability, and excellence
- Ensuring all conflict situations are dealt with privately and in a timely manner

Responsibility: Guest services

Ensure established and consistent admissions procedures are followed by:

- Collecting admission fees from visitors according to the established procedures
- Actively promoting the museum and museum membership
- Reviewing and understanding all museum policies that impact Front of House
- Operating ATMS+ computerized cash system for regular admissions, memberships and special events
- Verifying shift start floats and reconciling closing shift cash-out
- Keeping up to date on current museum activities and procedures; and follow up with the Admissions Supervisor(s) if any information isn't clear
- Attending admissions and front of house staff meetings as required
- Advising the Admissions Shift Supervisor(s) of any potential situations or problems they should be aware of including facility maintenance, security issues, problems with procedures, guest issues
- Conduct visitor surveys as required

Responsibility: Greeting

Ensure each and every museum visitor is greeted in a friendly and positive manner and is welcomed to enjoy their museum experience by:

- Actively greeting and welcoming all guests as they arrive at the museum
- Physically being located at the entrance(s) and/or the lobby as designated by the Admissions Supervisor(s), or Admissions Coordinator or Front of House Manager as required
- Engaging with visitors in a pro-active and friendly manner
- Answering questions and provide information on the museum and building
- Providing a positive, fun and animated first experience for visitors

Responsibility: Cash Handling

Ensure the admissions cash management procedures are followed by:

- Understanding and following the admissions cash handling processes and procedures
- Receiving training and understand the function of the point-of-sale system, both traditional till and mobile applications.
- Receiving and signing for a cash float at the beginning of each shift, and reconciling transactions/float at the end of each shift
- Notifying Admissions Supervisor when the till requires additional change and/or a money drop
- Understanding and following the GoA FOIP and PCI requirements in regards to customer sales transactions
- Ability to manage cash, use calculator to process transactions manually should the electronic point-of-sale system not function.

Responsibility: Orientation Tours

Deliver high quality orientation tours as trained by:

- Providing accurate and positive information about the museum and building in an animated, interesting and factual manner as trained
- Reviewing, understanding and practicing the museum visitor orientation tour(s)
- Delivering orientation tours for visitors as scheduled by the Admissions Supervisor(s) or Admissions Coordinator or Front of House Manager

- Providing feedback on possible improvements to the visitor orientation tour to the Admissions Supervisor

Responsibility: Museum Promotion

Ensure information and experience of front of house is used to inform the promotion of the museum by:

- Gathering and documenting common trends, questions and concerns from visitors
- Working with other associates, be knowledgeable about daily events, operational focuses, marketing campaigns, changing galleries schedules and other museum offerings
- Working with the learning team, be knowledgeable about annual and seasonal programming offered
- Continually be aware of the museum website

Responsibility: Administration

Provide administration support as required by:

- Operating paging system when required
- Ensuring that the admissions desk work space is neat and free from clutter at all times
- Replenishing maps and brochures and other visitor giveaways
- Performing switchboard and reception duties, including forwarding calls, taking messages, contacting staff and answering inquiries
- Troubleshooting problems that may arise from telephone calls and resolve them
- Attending admissions and front of house staff meetings as required
- Completing a hazard assessment and review annually for compliance and correctness
- Attending all Royal Alberta Museum and Government of Alberta training as required

Responsibility: Museum Revenue Generating

Ensure all revenue opportunities available to Business Operations are maximized by:

- Completing mass membership renewals at the anniversary date by reaching out and offering the renewal in person, phone, e-mail and all technology available to use
- Offering to renew the membership to each member with expiry date of less than 30 days during any interaction without sacrificing customer service
- Promoting all Museum services such as Shop, Cafe, Facility Rentals and offering to secure next needed booking
- Using up selling techniques to offer an additional features such as two days admissions, all kind of passes available for purchase, gift cards, whenever reasonable

Problem Solving

Typical problems solved:

The ability to conduct basic troubleshooting of a computerized electronic ticketing system is an asset.

Daily interactions with the public and museum colleagues are mostly in a public area and cannot be anticipated or planned for in advance. Any conflict has the potential to be personal, emotional and escalate quickly.

The public is most likely to complain to admissions about a wide range of issues due to the proximity of the admission desk.

Types of guidance available for problem solving:

This position will always have the ability to refer difficult issues to the Admissions Coordinator or Front of House Manager, one of whom will always be on shift.

Direct or indirect impacts of decisions:

Failure to meet these responsibilities would result in serious ramifications for the operational requirements of the museum and potential embarrassment to the museum, the division and the ministry.

Key Relationships

Major stakeholders and purpose of interactions:

An important function of this position is to work closely with the Security Chief to proactively plan and implement a

safe environment for our visitors and ensure only paid admissions gain entrance to the museum. This position requires extensive and frequent interaction with the public for the purpose of providing information and generating revenue to the museum. The position also interacts with internal staff, volunteers and contractors on a regular basis to share information and coordinate functions.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
High School Diploma			

If other, specify:

Job-specific experience, technical competencies, certification and/or training:

- Ability to process and retain information, follow instructions and pass it along effectively - communication skills are essential for this role. Associates are expected to communicate clearly always maintaining positive, patient, welcoming, cooperative, engaging ability to handle challenging situations regardless of the circumstances.
- Experienced in busy large organization Reception Desk handling and/ or retail services with history of excellent customer service including high degree of attention to detail, ability to multitask and function productively in pace changing environment with constantly changing priorities, good problem solving skills, ability to perform non supervised, excellent cashiering skills including large volumes of cash handling, up selling techniques knowledge
- High School diploma and interest in museum and/or similar cultural institutions
- Pursing post-secondary education in museum studies or curatorial program, would be an asset
- Passion and genuine interest in working with people would be an asset
- Second and more languages would be an asset

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Agility	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Works in a changing environment and takes initiative to change: <ul style="list-style-type: none"> • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines 	Being publicly facing, centrally located, always visible and accessible by any person Admissions Desk at the Museum demands from the Associates a very unique skill set. First and foremost it is a need to be very adaptable to constantly changing environment and Business Operations goals. At the same day Associate may be facing emotional interaction with member of the public, large volume of cass processing, diverse group orientation conducting
Build Collaborative Environments	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Facilitates open communication and leverages team skill: <ul style="list-style-type: none"> • Leverages skills and knowledge of others 	Being the main point of contact for all questions and comments Associate needs to be well rounded and have a clear

		<ul style="list-style-type: none"> • Genuinely values and learns from others • Facilitates open and respectful conflict resolution • Recognizes and appreciates others 	understanding of key players roles and responsibilities. Being resourceful is very important. At any moment Associate may need/provide support from/to team members, supervisors, management, back of the house staff.
Creative Problem Solving	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Is open to new ideas and breaks problems down to identify solutions:</p> <ul style="list-style-type: none"> • Breaks down problems into small parts • Constructively questions and challenges the norm • Open to other's perspectives and aware of own • Contributes ideas for improving processes, and adapts existing practice to address problems 	While many policies and procedures exist and will be further developed, working with people will always challenge Associate to come up with creative and cost effective solutions while balancing customer service and business operations needs trying to solve the problems, they may never dealt with before.
Develop Networks	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Maintains collegial internal relationships and understands external network:</p> <ul style="list-style-type: none"> • Seeks to understand perspectives and needs of others • Follows through, has integrity and respect for others • Helps and follows through • Keeps key stakeholders informed; is professional and respectful 	Developing networks and building relationships with internal and external stakeholders will eliminate many issues and remove barriers for an Associates providing the service, ensures return business and create welcoming environment

Benchmarks

List 1-2 potential comparable Government of Alberta [Benchmarks](#):

011AS01
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