



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Role / Title: Tours Coordinator

Reports to: Tours Manager

Supervises: Pool of Tour Guides (both contracted and casual)

Liases with:

Overall Purpose of the Job:

- To assist the Tours Manager and Visitor Experience senior management in training the Tours team to welcome and safely guide visitors, patrons and guests on tours in Covent Garden, Purfleet and other possible venues.
- To be responsible for coordinating the daily tours operation with proactive planning while maximising revenue and audience targets.
- To work collaboratively with other departments to ensure their spaces and needs are respected while showcasing their craft in the best light.
- This role will also guide tours as required.

Key Accountabilities

- Undertake tours as a tour guide, as required.
- Contribute to the development of new tours and keep existing tours up-to-date and well documented.
- To regularly benchmark our offer with that of other organisations, in all relevant industries.
- To assist and collaborate with the Visitor Experience management team in driving tours bookings through an innovative, seasonal, topical and diverse tours programme.
- To work with the VE Administration team to ensure maximum efficiencies in staff scheduling.
- To respond to all tour enquiries.
- To provide training and briefings in order that tour guides deliver tours to the highest standards of service, factual accuracy, conduct and professionalism.
- To assist in the procurement, training and rolling out of technologies such as Tour Guide systems, iPads and tablets.
- Be confident of the Royal Opera House emergency procedures and routes and to play an active part in these procedures.
- Be familiar with the varying needs of disabled visitors and those with other access or visit requirements, providing reasonable assistance and ensuring their experience is as inclusive as possible.

- To attend planning and scheduling meetings and proactively contribute as required.
- To prepare the tour schedules.
- To work dynamically and build relationships with other departments to ensure tour access to desired areas of the building.
- To analyse data from our scheduling systems and design tours schedules built for maximum profitability.
- To promote all the ROH has to offer through the tours programme, in particular, driving sales in catering and retail.
- Attending tourism and travel trade shows, industry events or tours outreach.
- Carry out any reasonable requests made by the VE management team.
- Proactively seek collaboration with similar venues to create a commercially viable joint tours offer.
- To assist in the recruitment and induction of new tour guides.
- To assist the Box Office with tour bookings and enquires, as required.
- Process tour invoices and purchase orders through the relevant platforms.
- Work with all Visitor Experience managers to meet operational needs.
- Actively promote the value of diversity in all work; uphold the ROH values and behaviours: Treat each other with Respect - Be Open - Value the Highest Standards
- Required to work evenings and weekends, including Sundays, as required.

Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

PERSON SPECIFICATION:

Minimum Skills, Knowledge and Experience:

- Previous experience in Tours and/or Front of House Management or supervision, with a strong focus on sales, administration and customer service. (Relevant work experiences with transferable skills will be considered)
- Proven record of building successful and long-lasting relationships, with internal customers, clients, suppliers etc.
- Commercially driven.
- Comfortable in seeking out and driving group, corporate and private tour sales opportunities both with internal departments, and also the social groups market and travel & tourism trade.

Other Essential Skills, Knowledge and Experience

- A commitment to providing an inclusive environment to colleagues and visitors.
- Proven administration skills including the use of Microsoft Office.
- Excellent interpersonal skills with the diplomacy required to build and maintain good relationships with colleagues and external clients at all levels.
- Excellent written and verbal English and impeccable presentation skills.
- An effective team player with an energetic approach to work and a positive outlook.
- A passion for delivering a first-class visitor experience.

- An ability to organise themselves, use initiative and work unsupervised.
- The confidence to assist in training a team and talking to groups.
- Ability to work under pressure and plan ahead.

Desirable Skills, Knowledge and Experience:

- Experience in delivering first-class tours in a similar organisation in an entertaining.
- Knowledge and willingness to learn about the Royal Opera House repertoire, performers and the Opera and Ballet art forms.
- Fluency in multiple languages would be valuable.
- A working knowledge of CRM and ticketing software.
- Experience of working with planning and scheduling software.

