



LOWRY

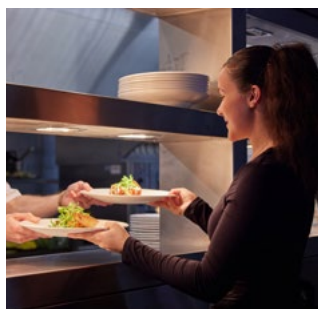
RECRUITMENT PACK

THELOWRY.COM

ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.

So if that feels like something you want to be a part of.. read on!





VISION, MISSION AND VALUES

OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

1. PEOPLE IN IT TOGETHER

We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#)

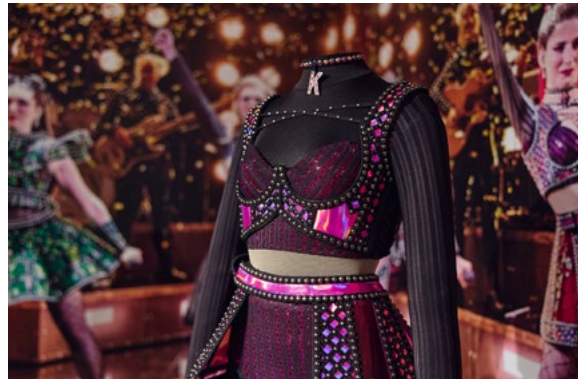
OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

Free car parking just a few minutes' walk from the Lowry building

Access to Lowry's Wellbeing Hub and to other health and wellbeing services, including counselling

Discounts at Lowry bars, restaurant and gift shop



LOWRY



JOB DESCRIPTION

Post Title: Visitor Experience Assistant
Department: Front of House
Reports to: House Manager
Contract Type: Part time, Permanent
Salary £13.45 per hour

JOB PURPOSE

The Visitor Experience Assistant (VEA) plays a vital role in delivering a memorable experience for everyone who visits Lowry. From the moment guests arrive to the time they depart, the VEA will provide a warm, professional welcome and ensure every visitor feels informed, valued and inspired.

This role is central to supporting Lowry's diverse programme of events, exhibitions, performances, catering, and retail offers. VEAs will be confident, approachable, and proactive, engaging with visitors to enhance their journey and help them make the most of everything Lowry has to offer.

The VEA team will be knowledgeable and passionate ambassadors for Lowry, with a strong understanding of current and upcoming shows, exhibitions, our charity status and facilities. They will actively promote these experiences and deliver guided tours with energy and insight, bringing Lowry's artistic, cultural, and architectural story to life.

VEAs will have a strong knowledge of the local area, enabling them to support visitors with practical advice and recommendations, ensuring every visit is smooth, enjoyable, and memorable

Contracted and casual VEAs will work closely together to create the best possible experience for all Lowry visitors.



MAIN DUTIES AND RESPONSIBILITIES

Visitor Experience:

- Act as a welcoming and visible presence throughout the building, creating a positive first impression and ensuring every visitor enjoys an exceptional experience.
- Proactively engage with visitors, identifying opportunities to enhance their visit and provide information about exhibitions, performances, events and facilities.
- Handle customer feedback, complaints and challenging situations professionally, seeking timely resolutions and escalating issues where appropriate.
- Support the delivery of special events, exhibitions, performances and commercial activities, ensuring visitors receive a seamless and enjoyable experience.
- Maintain a thorough knowledge of Lowry's venue, programmes, services and membership offers to confidently answer visitor enquiries and promote engagement.
- Encourage repeat visits by providing outstanding service and highlighting upcoming events, exhibitions and activities.
- Ensure all visitors are treated with dignity, respect and inclusivity, supporting Lowry's commitment to accessibility and welcoming diverse audiences.
- Work with Security colleagues to monitor visitor flow and queue management, taking proactive steps to maintain comfort, safety and a positive experience during busy periods.
- Work collaboratively with colleagues across departments to ensure efficient communication and a consistent visitor experience.
- Remain vigilant to visitor needs and building operations, responding appropriately to incidents, emergencies or safeguarding concerns.
- Demonstrate pride in Lowry as a cultural and charitable organisation, acting as an ambassador for the venue at all times.
- Consistently exceed visitor expectations by anticipating needs, providing personalised service and creating memorable experiences.

Communication:

- Lead daily briefing sessions, ensuring operational colleagues are fully informed of all activities taking place across the building, including opening/closing times, theatre performances, exhibitions, conferences, Learning and Engagement activities, VIP visits, private hires and special events.
- Upload the brief to internal communication platforms.
- Produce and manage a daily visitor-facing "What's On Today" content for digital screens and display points throughout the venue, ensuring visitors are informed about events, performances, exhibitions and activities taking place across the building.
- Act as the central point of contact for all same-day operational updates, coordinating information between departments and ensuring colleagues receive accurate and timely communications.

MAIN DUTIES AND RESPONSIBILITIES

- Monitor changes to the daily programme and proactively communicate updates, schedule amendments, venue changes or operational impacts to relevant teams.
- Collaborate with departments across the organisation to gather and verify information, ensuring consistency of messaging for both staff and visitors.
- Ensure all colleagues are equipped with the knowledge and confidence to answer visitor enquiries regarding the day's activities, exhibitions, performances and venue operations.

Facilities:

- Monitor the condition and presentation of all public-facing areas, promptly reporting maintenance, cleaning, health and safety, or presentation issues to the relevant teams and following up to ensure timely resolution.

Guided Tours:

- Play an active role in the development, and continuous improvement of Lowry's guided tours.
- Deliver tours that are engaging, accessible and tailored to the needs of different visitor groups, including schools, community groups, corporate visitors and special interest groups.
- Act as an ambassador for Lowry, delivering key organisational messages in a professional, enthusiastic and consistent manner while promoting the venue's mission, values and impact.
- Enhance the visitor experience by sharing knowledge of Lowry's exhibitions, theatres, Learning and Engagement programmes, public art and behind-the-scenes operations.
- Support the achievement of tour attendance and revenue targets by confidently promoting the guided tour offer and converting visitor interest into bookings.
- Develop relationships with local tourism organisations, coach operators, hotels, tour operators and community groups to increase awareness and sales of guided tours.
- Ensure all tours are delivered safely, efficiently and in line with Lowry's customer service standards, safeguarding procedures and accessibility commitments.

Security Support:

- Work closely with our security team to ensure the visitors pass through the security checks smoothly and comfortably whilst maintaining vigilance and upholding a safe, welcoming environment for all.



MAIN DUTIES AND RESPONSIBILITIES

Marketing Materials:

- Monitor and replenish leaflet displays, ensuring promotional materials are current, attractively presented, and distributed throughout the building.

Local Knowledge:

- Have local knowledge with regards to other visitor attractions, hotels, bus routes etc. to support and assist visitors in their onward journey.
- Develop positive working relationships with local businesses, tourism partners and visitor attractions to enhance visitor information and support the wider destination offer.
- Monitor visitor feedback regarding transport and local amenities, identifying opportunities to improve guidance, accessibility and the overall visitor experience.

IT & Systems:

- Confidently use Lowry's internal systems to support daily operations using a range of different software, including SharePoint, email, Excel and the box office systems. Update front of house and back of house screens with information relevant to staff, volunteers and visitors.
- Be confident in assisting customers with box office and ticketing enquires, helping them to book tickets navigating Lowry's website.

Miscellaneous:

- To promote and comply with Lowry's policies on equal opportunities and health and safety both in the delivery of services and the treatment of others.
- To work together with other departments within Lowry ensuring the best possible experience for all our visitors and customers.
- To be responsible for identifying and undertaking training and personal development to meet business needs.
- To fulfil, on occasions, other reasonable duties which may be required to be undertaken in other department areas of the building to meet business and customer needs.

LOWRY

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS/ABILITIES	Excellent customer service skills and experience of working in a customer focussed environment Be able to solve problems with own initiative The confidence to deal with customers independently Ability to work to strict deadlines Ability to prioritise workloads Attention to detail	
KNOWLEDGE		Working knowledge of Health & Safety at work Good understanding of access issues including legislation and best practice Knowledge of the history and development of Salford Quays
EXPERIENCE	Working in a fast paced customer service environment with experience in responding professionally to customer needs and resolving queries efficiently	Working with box office systems Cash handling experience Experience of working in theatre and/or visitor attractions
QUALIFICATIONS		First Aid Action Counters Terrorism and See, Check & Notify training Languages, including BSL Manual handling

LOWRY

OTHER REQUIREMENTS	A flexible and adaptable approach to fulfilling the duties of the post Commitment to excellent customer care Computer literate including Microsoft Word, Excel, SharePoint Competent in navigating the Internet Be smart and presentable Demonstrate good time keeping	Carbon Literacy trained or passion for sustainability preferred
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