

# HOLKHAM

## Job description

### Seasonal Hall Guide

LOCATION	Holkham & Wells-next-the-Sea, Norfolk
REPORTING TO	Visitor Experience Manager
LATERAL RELATIONSHIPS	Visitor Services team, Education and Interpretation team, Collections team, Car Parking team, Facilities and Security team

#### **The Holkham Estate**

Our vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, an inn, a holiday park, beaches, car parks, admissions, cafes, shops, concerts, and events.

Holkham Enterprises is the business entity that is responsible for all visitor-related activity and income is derived from 4 car parks, 3 cafés, admissions to the Hall and 'Holkham Stories' experience, a gift shop, a 6.5-acre Walled Garden and an extensive education and events programme.

#### **Overall job purpose**

The estate's leisure and tourism businesses now account for over two thirds of the estate's revenue. The role of a Seasonal Hall Guide is to provide the highest level of customer care and welcome for all guests and visitors. Our guides tell stories of Holkham in a proactive and engaging way through a range of techniques, including storytelling, talks and tours. The role is also key in maintaining the security of Holkham Hall and its collection.

Holkham Guides work on Hall days during our open season (currently Sunday, Monday, and Thursday), as well as additional days for special events that fall during Easter, Halloween, Christmas etc. You will be expected to commit to those sessions for the season. The Hall is closed throughout November, and from January through to the end of March each year. Routine guiding is not required during this closed time.



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The following is intended to provide guidance to duties, but it is not exhaustive. From time to time you will be required to undertake other activities of a similar nature that fall within your capabilities as directed by management.

Specific duties will include: -

- To provide the highest standard of customer care and service by proactively greeting and interacting with all visitors and guests
- Demonstrate flexibility and a willingness to work across other visitor facing teams within Holkham Enterprises as required, including Holkham Gift Shop and Visitor Reception
- Based on the number of visitors to Holkham, there may be an expectation for you to be First Aid Trained. If so, this is a requirement and not optional and may be a core part of your role
- To act as a crucial member of the front of house guiding team during Christmas at Holkham throughout December, this is a key part of the role and is essential to the delivery of free flow and guided tours, requiring flexibility and commitment during an intensified period of operation.
- Proactively tell the Hall stories in an engaging and entertaining style, whilst ensuring accuracy in the content of information given
- To take guided tours and deliver short talks as part of the daily offer.
- To ensure that all policies and procedures are adhered to (e.g. smoking, photography, and handling exhibits)
- To possess a good understanding of relevant security, health and safety instructions and procedures, and to put this into practice in the care of the Hall, its guests, and its visitors
- To be fully aware of all aspects of emergency evacuation procedures within the State Rooms, including the location of emergency exits and to be able to safely direct members of the public to the nearest exit and assist those with additional needs.
- Continuously look for ways to improve personal performance and be willing to embrace new ways of working.
- To ensure you are smart and presentable at all times whilst on duty, and fitting to represent the Holkham brand to our visitors and guests.
- Attend the operational daily briefing ahead of a Hall open day.
- Assist with access requirements for visitors in the Hall, including the operation of the Stair climber when positioned in the Marble Hall. Training will be provided.
- To liaise with the Facilities and Security team to ensure any maintenance or security issues are reported promptly
- To possess and proactively ensure ongoing development of relevant, in-depth knowledge of the Hall, any new and future exhibitions, as well as the other facilities available at Holkham.
- To promptly and courteously deal with queries and requests as well as welcoming feedback, comments and complaints, and respond to these as appropriate
- To take part in appropriate staff training courses covering fire, H&S, first aid, disability awareness, customer service, storytelling and IT skills etc.

- Undertake any other relevant activities which fall under the general scope of this role as directed by the Head of Department

## **Personal qualities**

- Outgoing and engaging
- Previous experience dealing with the public
- Presentable and smart
- A strong personal interest in history and love of storytelling (full training on the history of the Hall will be provided)
- Excellent communication and interpersonal skills, with the ability to share information
- Good research skills and willingness to learn about the collection, and desire to share findings
- A commitment to develop your understanding and to demonstrate the 5 Holkham Behaviors

## **Training**

You will be required and encouraged to engage in a program of professional development during the season.