

Tour Guide (zero hour contract)
Glasgow School of Enterprises

The Glasgow School of Art

The Glasgow School of Art (GSA) is one of Europe's leading independent university-level institutions for the visual creative disciplines. Our studio-based, specialist, practice-led learning and research draws talented individuals with a shared passion for visual culture and creative production from all over the world.

Originally founded in 1845, today we have 2150 students studying across architecture, design, digital, fine art and history and theory. As we develop new academic programmes and enhance our areas of expertise and inter-disciplinarity, our ambition towards 2018 is to continue to grow our student community in Glasgow to our 25% target, and continue to grow our research profile and campuses in Singapore and the Scottish Highlands and Islands. Our internationalisation strategy is embedded across our academic programmes and research, connecting the GSA with some of the world's leading universities and specialist higher education institutions.

Recognised by the Scottish Funding Council as an independent, specialist institution the GSA is an important and integral part of Scotland's higher education provision. Working in partnership with universities across Scotland and the UK, our degree programmes are validated by the University of Glasgow. The University of Glasgow has validated our programmes since 1992 and whilst the Senate of the University has ultimate responsibility for the awards, there is maximum delegation to the GSA for its own quality assurance procedures. The School, through its Academic Council, is also responsible for the development, monitoring, evaluation and updating of its academic framework.

Our 185 academic staff, 80% of which are research active, form a strong creative community united in the ambition to see GSA positioned as a global leader in studio based research and teaching, transforming thinking by developing creative approaches with new audiences, locally, nationally and internationally. As one of the UK's largest and most intensive research communities for the visual creative disciplines, GSA's research activity is clustered into the following interdisciplinary themes:

- Architecture, urbanism and the public sphere
- Contemporary art and curating
- Design innovation
- Digital visualisation
- Education in art, design and architecture
- Health and wellbeing
- Material culture
- Sustainability

Moving forward GSA has ambitious plans to develop its research profile further through internal collaboration and new partnerships with National and International Organisations. We recognise the distinctive contribution made by visual creative disciplines within the rapidly growing interdisciplinary research agenda and seek to position GSA as a global leader in this field. This will involve development and mentoring of GSA's own research talent, recruitment of the best new staff, the securing of higher levels of external research funding to support research projects and further growth in the scale and activity of GSA's PhD community.

While we are firmly rooted in Glasgow, one of Europe's leading creative cities, we are international in outlook with one of the UK's highest percentages of international students and one of Scotland's largest percentages of students from the rest of the UK. Over the last five years over £65 million has been invested in our estates including the recently opened Reid Building. Further investment is currently being planned which will create a cohesive creative campus with the iconic Mackintosh Building at its core.

We have a total income of over £30m, and our aim is to cultivate conditions in which the GSA can continue to achieve great things through what we do, with whom we do it and through creative approaches build on our existing strengths and distinctive assets, in order to:

- Achieve excellence and leadership in student-centred studio-based learning
- Engage with new audiences through inter-disciplinary research
- Extend our global reach and creative engagement
- Be a robust and efficient institution – maximising our resources and our potential

The Role

Job Title	Tour Guide
Location	Glasgow School of Enterprises
Reports to	Head Guide
Purpose	The post holder will lead guided tours focused on the architecture and design of Charles Rennie Mackintosh and telling the story of Mackintosh at The Glasgow School of Art / the Reid Building / examples of Glasgow Style in the city / examples of the Glasgow 'miracle' in the city, providing an enjoyable, informative and authentic experience of the GSA for visitors, ensuring the comfort and safety of tour participants and collecting visitor feedback to inform the delivery and content of the tour.

Principal Accountabilities

- Helping to welcome around 30,000 visitors each year from all over the world, of all ages, abilities and from all sorts of backgrounds - families, cultural tourists, architects, Mackintosh enthusiasts, academics, designers, students, journalists, school and university groups, conference delegates, specialist groups and locals;
- Conducting tours in accordance with the training and script provided - delivering the main, hour-long Mackintosh themed tour, and progressing to supporting and leading other tours and tour operations confidence and experience is gained;
- Ensuring that every visitor enjoys their visit to the Glasgow School of Art and receives the best possible impression of Glasgow, the GSA, our alumni and Charles Rennie Mackintosh's architecture and design legacy. Representing the GSA and speaking positively and constructively about all aspects of the School and city, to enthuse our visitors to support GSA. As an ambassador of both the School and GSA Enterprises Ltd, being courteous, friendly and respectful to both visitors and to GSA students and staff at all times;
- Ensuring the smooth running of the tour schedule by signing up for shifts where needed, responding promptly to last minute requests for staffing, keeping line managers up to date well in advance with anticipated periods of low availability, and making requests for time off well in advance;
- Carrying out any other duties, as may be reasonably requested.

Main Duties

- Ensuring that tours are conducted in accordance with time constraints and in line with GSA Enterprises policies and procedures, in particular around the health and safety of visitors – arriving ready to start 5 minutes prior to tour departure times to welcome groups and gather all the necessary information for each tour, and departing 5 minutes after tour finish times to follow up with excellent customer service;

- Ensuring that visitors have purchased tickets prior to participating in a tour and that group numbers are accurately recorded and monitored throughout (the maximum group size is 20);
- Contributing to the continuous development of the tour operation by recording suggestions from day to day experience, by collecting visitor feedback and encouraging positive online reviews about their experience of the tours;
- Accommodating occasional adjustments to set tour routes and timings, to allow for the annual Degree Show installation and assessment, any building / conservation work, or special arrangements for private tours, which will be communicated in advance by line managers or supervisors in person, over the phone or via email. Proactively checking for route updates before commencing each tour;
- Continuously striving to improve standards of presentation and customer service;
- Reconciling ticket stubs, collecting visitor information for each tour;
- Assisting with retail, customer service, administration, events and marketing tasks as requested - If there is no take up for a particular tour, Tour Guides are given the opportunity to help as required in the shop or office for the duration of the shift and paid for their time;
- Ensuring the health, safety and security of individual customers and groups of up to 20 visitors, colleagues and GSAE's premises at all times - health and safety training will be given prior to first public tours, including fire / emergency evacuation, and how to deal with accidents and incidents en route;
- Enforcing the rules along the tour route: no leaving the group, no access to private spaces, no photography outside of the visitor centre and furniture gallery (non-flash only), no touching the Mackintosh furniture or any original artwork / other materials on display, no loud or inappropriate behavior, no food or drink (with the exception of bottled water);
- Invigilating spaces and assisting photographers, journalists, film crews and 'VIP' tours as required once you have gained confidence and with the support of your line manager;
- Undertaking training and development activities in line with the requirements of the role, including attending regular team meetings, training and familiarisation sessions, continually reviewing scripts, shadowing fellow Tour Guides and being shadowed in order to refresh and enhance your knowledge, operational and presentation skills;
- Playing a key role in helping GSA Enterprises Ltd (a limited company established to manage the visitor experience at the GSA and support the School financially) to generate income which is donated to the School annually through Gift Aid;

Key Challenges

- Developing an understanding of the requirements of visitors in order to tailor presentations as appropriate for each group – ensuring consistency in the delivery of content, whilst tailoring your style of presentation and timings to suit each individual group. For example, older visitors may need to move more slowly between spaces and therefore require concise explanations, children may need a more animated style, and groups from overseas may have an interpreter with them (all tours are conducted in English unless a Guide is particularly proficient and confident to deliver the tour in another language for a specific group);
- Developing a personal knowledge of the Mackintosh Building and the Reid Building at the GSA, along with a wider understanding of Charles Rennie Mackintosh's life and work; and / or a specialist knowledge of the impact of the GSA and its alumni on the city;

- Managing the timings of presentations in each tour space effectively to ensure efficiency of the tour schedule;
- Responding calmly and professionally in line with GSA Enterprises procedures to unexpected incidents along the tour route;
- Delivering the tour in a confident and professional manner whilst dealing with a diverse range of visitors and enquiries.

Relationships

Principal Internal Contacts:

- GSAE Directors
- Commercial Development and General Manager
- Retail Buying and Operations Manager
- Retail Supervisors
- Head Guide and Tour Guides
- Bookings and Administration Coordinator
- Communications and E-commerce Manager
- Sales Assistants
- GSA academic and support staff

Principal External Contacts:

- Retail customers
- Tour participants
- Exhibition visitors
- Event delegates
- Suppliers
- Journalists and film crews
- contractors
- city promoters
- Event delegates
- staff from associated venues and attractions

Person Specification

Experience / qualifications

- Be a student / graduate of the GSA or a student / graduate of a related course with a sound understanding of the workings of the GSA and knowledge of Mackintosh's legacy;
- S/he will have a track record of delivering successful presentations / successful experience in public speaking in either an academic or professional context;

- S/he must be comfortable being 'on stage' and delivering information accurately, consistently and confidently whilst controlling the movements and looking after the health and safety of a group of up to 20 people;
- The post-holder will be a friendly, enthusiastic, efficient and energetic individual who can demonstrate excellent communication and presentation skills;
- S/he will be capable of working with minimum supervision and will demonstrate enthusiasm both for working independently and as part of a team;

Skills and attributes

- The post holder will be required to be punctual at all times and should demonstrate the ability to manage their work / study schedule effectively;
- The post holder will demonstrate a commitment to Equal Opportunities and diversity and will be willing to undertake training and staff development as required;
- S/he must demonstrate a positive, flexible, 'can-do' attitude and be capable of performing equally well under pressure as during quiet spells in the tour schedule;
- Foreign language skills desirable but not essential.

Terms and Conditions

Contract:	Various contracts available.
Probationary period:	It is recognised that there is an inevitable 'settling in' period in any post. The probationary period is therefore an opportunity for the employee to fit within the culture of the School. It should also be determined during this time whether the job is in line with expectations as expressed in pre-appointment discussions, interview and as set out in the Job Description. The probation period for this role is for 6 months.
Salary:	£8.25 per hour, or £9.56 per hour for City Walking Tour lead shifts, paid weekly by bank transfer.
Hours:	Various available. For employees on 'zero-hour' contracts, availability of shifts varies throughout the year according to the seasonal tour timetable (see www.gsa.ac.uk/tours) and availability of fellow team members. Tour Guides are encouraged to conduct a bare minimum of 1 tour per week throughout the year, to ensure their abilities are kept up to date. A maximum of 4 tours per day is encouraged to ensure consistency in standards, which can be interspersed with other tasks when required.
Holidays:	30 days, plus 11 statutory holidays, per annum, pro rata. Any periods of leave or low availability must be requested a minimum of two weeks in advance, and permission gained before booking alternative plans which will affect your availability for shifts. For employees on 'zero-hour' contracts, where no tours have

been conducted for a period of more than 4 consecutive weeks, Tour Guides will be expected to meet with line managers and shadow at least one tour before restarting tours, in order to update on any recent changes and refresh knowledge of the route and script. Where no tours are conducted for a period of more than 12 consecutive weeks, Tour Guides will be expected to meet with line managers and may be asked to reapply for the position when the next vacancy arises.

Notice period:

1 month

Disclosure Scotland:

All posts at Glasgow School of Art Enterprises Ltd are subject to a Disclosure Scotland background check.