

## Interview with Ironbridge Gorge Museums Trust

### Subject: Working in Tourism

1. How and where do you advertise your job opportunities and why do you choose these?
  - Depends on the post. Local press and our website for temporary seasonal or part-time staff;
  - Nationally for senior management posts, as we then get a broader selection of applicants. Museum jobs websites, e.g. Leicester University.
  
2. Can you provide details of the range of employment opportunities at Ironbridge Gorge Trust, the entry requirements and progression routes?
  - Part-time seasonal front-of-house and demonstrator posts. Good communication and customer service skills;
  - Admin/Accounts/Marketing/Graphics/Education/Security/Event Management departments;
  - Managers and deliverers, experience, good communication and literacy/numeracy skills. Some management posts require relevant degrees.
  
3. How do you process applications to ensure you recruit staff with suitable skills, qualities and personal attributes?
  - In line with the Ironbridge Gorge Museums Trust policy.
  
4. What review processes do you have in place that would allow staff to identify their training and development needs? How do you ensure these needs are met?
  - Annual performance review. Leads to development of Museum Training Matrix.
  
5. Do you employ seasonal staff? What percentage of your seasonal staff return year after year? Why do you think this is so common – what do you offer these ‘returners’ that makes it so attractive?
  - Over 75% of seasonal staff return each year. Staff card allowing family members free entry, discount in shops. Pleasant work environment.
  
6. Do you have a thorough induction procedure aimed at new and returning staff – both within the organization as a whole and departmentally? What evidence do you have that this is a valid and essential process? Which elements of this induction are statutory requirements?
  - Yes, induction takes place. It is essential to ensure a high level of customer service and product knowledge;
  - Health and safety, DDA are statutory requirements.

