



EXPERIENCE HOST INFORMATION PACK



ABOUT

EXPERIENCE HOST

Are you passionate about local history? A charismatic communicator? Can you deliver an experience to remember?



Our Hidden Street Tour has been a popular visitor attraction since tours began in 2017. The Shoebox Experiences have grown rapidly since then, offering a wide choice of different experiences of historic venue and walking tours. We currently have nine different experiences with more exciting and immersive experiences planned for the future.

We are looking for an enthusiastic individual with a passion for local history and helping to make a difference in the community to support the delivery of the Hidden Street Tour.

The Hidden Street Tour takes place at our Castle Meadow venue. Shifts can be up to 10 hours maximum and is primarily to cover peak seasons, approx 3 out of 4 weekends, staff holiday and unforeseen staff shortages, therefore the ideal candidate would be someone who can offer flexibility with their availability.

The role of Experience Host

You will be responsible for delivering high quality customer experiences, working under your own supervision. Your role is to ensure the best possible customer experience from the moment the customer arrives, throughout their experience and to the moment they leave.

This includes ensuring that the venue is well-presented, and that a safe and appropriate environment is always maintained. You will be fully responsible for all aspects of your shift, from opening up premises and looking after customers (both in person and digital/phone enquiries), to closing down and securing premises. You'll be confident about lone-working and in atmospheric, and often cold, historic buildings!

You'll be working in a venue which is also home to our Shoebox Community Hub and will at all times be expected to operate in a compassionate and supportive way, ensuring everyone feels welcome and contributing to the smooth day-to-day running of the venue.



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Job title: Experience Host

Hours: Average 18.5 hours per week (hours will vary to reflect seasonality)

Salary: £12,121.20 (Real living wage: £12.60 per hour)

Contract: Permanent annualised contract (962 hours)

Work location: The Shoebox Community Hub, 21-23 Castle Meadow, Norwich

Reporting to: Customer Experience Manager



1. Job description - Experience Host

- To deliver quality customer experiences, hosting historical tours of Norwich's Hidden Street and helping our social enterprise create profit for purpose.

2. Key duties and responsibilities

- Delivering historical tours of Norwich's Hidden Street
- Processing experiences bookings and the sale of merchandise
- General venue housekeeping duties including opening and closing checks
- Handling general telephone enquiries
- Ensuring the venue is clean, tidy and well-presented at all times
- Ensuring all opening, closing and procedures are carried out effectively
- Ensuring compliance with all relevant health and safety requirements
- Ensuring the experiences run to schedule

Additional responsibilities (when not hosting experiences):

- Supporting the smooth day-to-day running of the venue
- Assisting with the development and improvement of new and existing experiences
- Assisting with administrative and marketing tasks assigned to you to fill any unsold slots



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3. Key skills, knowledge and experience

- Experience of facilitating tours (desirable but not essential)
- Excellent presentation and storytelling skills
- Experience in leading customer experiences and events
- Keen interest in local history
- Excellent customer service skills
- Clear and effective communicator
- Excellent interpersonal skills
- Self-motivated and ability to organise own time effectively
- Strong administrative skills
- Marketing and social media skills (desirable but not essential)
- Acting or role-playing experience (desirable but not essential)



All staff are required to:

- Familiarise themselves with Organisation Policies and Procedures
- Uphold the Equal Opportunities and Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work
- Act at all times within the organisation's Rules, Policies, Procedures, and any other statutory requirements
- Commit to supporting the achievement of our organisation's mission and living our values
- Be proactive, bring ideas and suggestions and contribute to service improvement
- Undertake training as required
- Attend staff and team meetings as required
- Observe health and safety procedures in the workplace to ensure personal safety and safeguard the interests and safety of colleagues, customers and visitors
- Undertake other duties and responsibilities as appropriate



ABOUT THE SHOEBOX EXPERIENCES

The
Shoebox
EXPERIENCES

As a social enterprise, we fund our core community projects by running The Shoebox Experiences - a one-stop shop for local, unique experiences where customers can **make great memories together**. Our Hidden Street Tour has been a popular visitor attraction since tours began in 2017, and in the last 18 months, we've expanded the range of experiences we offer to include:

- Lantern Light Underground Tour, a chance to see our Hidden Street in a whole new light and discover more about Norwich's dark past.
- Walking tours such as The Tavern Trail Tour, a fascinating 1.3 mile scenic walking tour of Norwich to discover more about pubs and the past. We also run an extended, premium version, The TIPSY Tavern Trail Tour, with more pub stops along the route. Norwich Knowledge Tour delights guests with quirky, lesser-told stories from Norwich's rich history
- Venue tours such as Magnificent Marble Hall Tour, once home to Norwich Union, and Matriarch, Mayors & Merchants ending in a 16th century merchant's house
- Team development days and bespoke packages to help hard-working staff reconnect and recharge.

Our experiences have been enjoyed by thousands of locals and visitors who consistently leave glowing 5 star reviews. We have exciting plans to continue adding more unique experiences to our offer, providing more opportunities to delight our loyal customers and help fund our work.



This was a really fun and informative experience; our guide was entertaining and really knew his stuff. We got to see a side of the city we'd not seen before and learn so much. Would recommend.

Kate R, customer



ABOUT

THE SHOEBOX ENTERPRISES CIC



About The Shoebox Enterprises CIC

The Shoebox Enterprises CIC is a social enterprise with a vision to lead the way in creating inspiring, supportive and entrepreneurial solutions to build resilient communities and empower local people to make their mark on the world.

We've been running for over nine years and create environments for people and communities to connect with each other and opportunities to find fulfilment.

We believe life is better when we have meaningful connections, shared experiences and opportunities to discover, laugh and grow together.



Tom Gaskin, CEO,
The Shoebox Enterprises CIC

We facilitate a range of community based projects, including:

- Offering support to enable people to develop, launch and operate a range of peer support groups and community activities to help people connect and grow.
- Creating supportive environments where people can learn and share skills through informal and formal volunteering opportunities.
- Hosting Community Connectors who undertake community research by having conversations with residents to discover what matters to them, what they are passionate about and what they would like to do with others to help them flourish in community life.
- Championing the social enterprise sector and sharing our learning to support the local sector to thrive.

Our growing Shoebox Community now operates in Norwich and Great Yarmouth with a range of community groups available to attend.

Our flagship social venture is [The Shoebox Community Hub](#) on Castle Meadow, Norwich which offers a friendly, welcoming space to develop community groups and activities. It operates on a 'pay what you can' basis with donations welcomed to help support running costs.

Last year, members spent over 9,600 hours participating in community groups, activities and volunteer roles, with over 4,835 visits to our hubs!

"If someone were considering coming to The Shoebox, I would tell them that they have nothing to lose but a whole new life to gain." - Shoebox member

IMPACT



Our values and impact



READ OUR

2023
IMPACT REPORT

HERE



2024 Impact
Report
coming soon!

Mission

Creating supportive environments for people to connect with each other and opportunities to find fulfilment.

Vision

Leading the way in creating inspiring, supportive and entrepreneurial solutions to build resilient communities and empower local people to make their mark on the world.

Why

We believe life is better when we have meaningful connections, shared experiences and opportunities to discover, laugh and grow together.

EXPERIENCE HOST HOW TO APPLY

We would be pleased to receive applications containing reasons for wanting to join our organisation and how skills and experience meet the requirements expressed in this pack. Our application form can be found [here](#).

Feel free to contact us if you require this information pack in an alternative format or any support with the application process, and we will do our best to help.

The closing date for applications is 28th November at 5pm.
Interviews will be held in person at The Shoebox Community Hub, Norwich.

Any questions? Please call 01603 850309 or email team@theshoebox.org.uk