



Liverpool Biennial

Festival Guide

Job Information Pack

Closing date: Sunday 23 February 2025,
11.59pm

Liverpool Biennial

Festival Guide (Fixed term contract 5 May – 21 September 2025)

Hello, and thank you for your interest in the role of Festival Guide at Liverpool Biennial. Please find below further details about the job, along with some details about Liverpool Biennial and what it is like to work with us.

The Festival Guide role will be offered on a fixed-term contract from 5 May – 21 September 2025 at a salary of £24,570 per annum. The role will be based in Liverpool Biennial 2025 venues across the city centre. Working days will be Monday – Friday throughout May and then will be Wednesday – Sunday from June onwards and may involve some evenings.

Festival Guides provide the vital resource for a meaningful and enjoyable experience for all visitors to Liverpool Biennial 2025 by giving a knowledgeable, motivated and proactive welcome. Our group of 10 Festival Guides will be experts on Liverpool Biennial 2025 exhibitions and the city, responsible for the day-to-day running and forward-facing aspects of the festival.

Diversity and inclusion are core values at Liverpool Biennial and our aim is for the organisation to be representative of today's society. We welcome applications from all sectors of the community, especially from those who are currently underrepresented in our organisation and the wider arts sector, including people of colour, Black, Asian and global majority groups, LGBTQIA+ people, and d/Deaf and disabled people.

We are happy to try and make the application process easier for you if you have any access requirements, so if you need to have these details in a different format, please do email jade@biennial.com to discuss your needs confidentially and we can discuss the best way for you to apply.

Thank you for your interest in this role. On the following pages you can find out more about the Biennial and the work that we do, the support that we offer our employees, and the job description for Festival Guide. If you are interested in the role, then the details of how to apply are also included. The team and I look forward to hearing from you.

Best wishes,

Jade Mitchell (HR Support Manager)

JOB PACK – FESTIVAL GUIDE, LIVERPOOL BIENNIAL 2025

The Closing date for applications for this role is Sunday 23 February 2025, 11:59pm.

If you would like to be considered for the role, please apply [here](#). Further details on how to apply can be found on page 8.

About Liverpool Biennial

Since its inception in 1998, the Biennial has become renowned in the international contemporary art world, bringing together artistic practices from across the globe. Taking place every two years, Liverpool Biennial activates public institutions, historical sites and extraordinary locations across Liverpool, delivering exhibitions and major commissions in the public realm. Each edition is underpinned by a year-round programme of research, education, residencies, projects, and commissions. Having commissioned over 392 new artworks and presented work by over 560 celebrated artists from around the world, Liverpool Biennial is built on a longstanding commitment to connecting international artists with local practitioners, communities, and the public at large.

About the Programme Team

The Programme Team is made up of Programme, Learning and Front of House colleagues who work collaboratively to produce ambitious, innovative projects including the Biennial festival, year-round public realm commissions, publications and a public programme of talks, workshops, performances, and events.

We are a small team who work closely together with our Guest Curator for Liverpool Biennial 2025, Marie-Anne McQuay, and with other departments and partners across the city, nationally and internationally to develop and deliver the 13th edition of the festival (7 June – 14 Sept 2025).

About the role

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These roles have been designed to offer paid opportunities for those interested in pursuing a career in the arts. We at Liverpool Biennial are committed to investing in the skills and talent of those who have a commitment to the Liverpool Visual Arts scene. Festival Guides will benefit from a 4-week intensive training programme ahead of the festival launch, where they will learn all about the festival and the artworks, have opportunity to shadow on installation and planning, and develop key skills through accredited training in First Aid, Fire Safety, Unconscious Bias, Evaluation and more.

The Festival Guides are responsible for ensuring the day-to-day provision of a high-quality mediation and interpretation service for Liverpool Biennial 2025. The Festival Guide team will take a forward-facing role, welcoming and interacting with audiences across Biennial venues and events, working alongside the Front of House Coordinator and Liverpool Biennial Programme Team to ensure that all visitors are offered a welcoming, safe and memorable experience.

Festival Guides will be responsible for maintaining, staffing and invigilating the venues, reporting issues and checking all equipment and facilities are adequate. They'll be experts on the LB2025 artworks and the festival, as well as the city of Liverpool, offering bespoke advice and tours to visitors to help them get the most out of their experience. They will play a crucial part in the gathering of evaluation through the administering of questionnaires to our audiences, connecting in person with visitors to understand their experience of Liverpool Biennial.

In addition to the above, they'll assist the core Biennial team in the delivery of the programme by supporting on workshops and events, and with administrative and runner duties where required. This may include working across different departments, including Programme, Learning, Development and Marketing teams, and helping with a range of diverse tasks.

JOB DESCRIPTION

Delivery of an Outstanding Visitor Experience

- Be the first point of contact to warmly welcome all visitors, arts professionals and stakeholders to Liverpool Biennial venues, as well as public realm works as necessary.
- Ensure the accessibility and provision of information and advice to visitors and guests to enable them to make the most of their visit, which will encourage repeat visits and visits to other Biennial venues and events.
- Preparation and delivery of tours of the exhibition for groups and members of the public as required.
- Encourage engagement with resources and activities for visitors, such as family activity packs, interactive artworks, and available accessibility and sensory provision.
- Support public programme and advocacy events such as artist performances, talks, screenings, drinks receptions, celebrations, etc. through stewarding, ticket checking, preparing venues and supporting the Programme team and artists as required.
- Support learning activities and events such as the set up, pack down and facilitation of workshops and school tours.
- Ensure that all enquiries made in person, by telephone, e-mail, or in writing are handled professionally, courteously, promptly and effectively. Assist visitors or guests with specialist enquiries, either transferring them to someone who can help or taking their details and contacting them when the information is found.
- Undertake evaluation questionnaires with visitors to gather data and feedback on all elements of Liverpool Biennial.
- Attend induction and training opportunities as required.

Operational

- Day-to-day running of the exhibitions and the public programme, including supporting tours and group visits as well as monitoring capacity, maintenance of space, artworks and resources.
- Daily open and closing of venues, and switch on and off of artworks, ensuring lock-up protocols are strictly followed and venues are made secure when unattended.
- Ensure that Liverpool Biennial 2025 venues are health and safety compliant: clean, free of clutter, all equipment in working order. Report any issues to the Front of House Coordinator.
- Fully understand and implement health and safety, safeguarding and incident reporting guidelines and protocols for exhibition and information sites.
- Be knowledgeable on all operating procedures and report any issues to the Front of House Coordinator.
- Promote and provide information on opening hours, exhibitions, events, facilities and services relevant to information points.
- Provide verbal and written visitor/customer feedback and ideas for improvement to the Front of House Coordinator and the Programme Team.
- Be knowledgeable of Liverpool Biennial 2025 exhibits and activities, local geography, transport services, shops and other relevant public information.

Administrative & Training

- Attend a 4-week induction and training programme, ensuring to complete all relevant training required for the post within given timeframes.
- Support the Front of House Coordinator to ensure that the information kept in directories and information files is accurate, available, up to date and easy to navigate.
- Liaise with venue partners and staff to ensure efficient communication and sharing of up-to-date information relating to visitor services.
- Support the Front of House Coordinator to ensure that daily briefing sheets are completed and accurately circulated to all relevant parties.
- Support and encourage audiences to complete evaluation surveys.
- Manage sales of merchandise and Limited Editions, providing regular updates to the Development team.
- Encourage and facilitate donations to Liverpool Biennial to help support our work with artists and communities.
- Work within the context of Liverpool Biennial's Equal Opportunities, Health and Safety and Safeguarding Policies and Staff Code of Conduct in delivery of internal and external service to and treatment of others alongside all other Company policies as detailed in the Staff Handbook.
- Contribute to the documentation and evaluation of the Festival Guide programme.
- Complete administrative and runner duties where required to support the core LB team in the delivery of the festival and its programmes.
- Other duties which are commensurate with the nature and responsibility level of the post.

PERSON SPECIFICATION

Essential

- Minimum two years' experience in a public facing role such as invigilating, working on events or in the customer service industry
- Excellent communication skills, including being confident in public speaking
- Ability to work well in a team
- Good organising and planning skills
- Confidence in using self-initiative
- Ability to demonstrate reliability and punctuality
- Commitment to Equity, Diversity and Inclusion
- Commitment to Environmental Sustainability and responsibility

Desirable

- Experience of working in the arts/heritage/visitor attraction/tourism sectors
- Experience of working with people from a wide variety of backgrounds
- A Knowledge of the Liverpool arts community
- Knowledge of contemporary art
- Demonstrable ability to engage individuals with contemporary art & culture
- Knowledge or training in Health and Safety, First Aid, Safeguarding and Accessibility

Terms and Conditions

Location	Liverpool Biennial 2025 – festival venues across the city center. Also at Liverpool Biennial Offices, 55 New Bird Street, L10BW
Reports to	Front of House Coordinator
Department	Front of House
Contract	Full-time, Fixed Term from 5 May to 21 September 2025. Working days will be Monday – Friday throughout May, and then Wednesday – Sunday from June onwards, and may involve some evenings.
Salary	£24,570 per annum
Hours	Full-time 37.5 hours per week, Monday – Friday throughout May and then will be Wednesday – Sunday from June onwards and may involve some evenings
Holidays	25 days per annum in addition to all statutory and public holidays (this will be calculated pro-rata dependent on contract start/ end date and the contracted number of hours)
Notice Period	1 month
Additional Benefits	Wellbeing support through Wellbeing in the Arts
Deadline	Sunday 23 February, 11:59pm
Interviews	In person in Liverpool on Thursday 20 and Friday 21 March 2025

How To Apply

The Closing date for applications for this role is **Sunday 23 February 2025, 11:59pm.**

If you would like to be considered for the role, please apply [here](#).

You will be asked to please send us:

- Your current **CV**
- A **supporting statement** which addresses why you are interested in the role and how you meet each of the criteria listed within the person specification, giving examples (with hyperlinks to examples if you wish) from your experiences to date from both within and outside of work.
- Contact **details for two referees** (an offer of employment will not be confirmed without two satisfactory references; however, we will not make contact with them without seeking your permission first).
- Confirmation of **whether or not you identify as disabled**. As a Disability Confident employer, we will offer an interview to all disabled applicants who fully meet the essential criteria in the person specification.
- If you would like to alternatively send a 3-minute audio or video file telling us the content of your CV, please email jade@biennial.com directly.

Completed applications should be submitted [here](#) by the closing date of **11.59pm on 23 February 2025.**

Upon receipt of your application, you will receive a link to our equality monitoring form for you to complete and submit online. The information on the form will be treated as confidential, stored anonymously, and used for statistical purposes only. The completed form will not be treated as part of your application.

After the closing date, our shortlisting panel will then meet to evaluate all of the applications, and a shortlist of applicants will be invited to interview. Interviews will take place in person in Liverpool on 20 and 21 March 2025.

If you require any further information about this recruitment process, need additional information about the role, or would like to discuss your access requirements, please contact Jade Mitchell at jade@biennial.com. We are here to support you.



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**ARTS COUNCIL
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Image credit: Ugo Rondinone, Liverpool Mountain, 2018. Image courtesy Liverpool Biennial. Photo Mark McNulty