

## Head of Visitor Experience and Services

### Position Description

Department: Education	Reports to: Director of Education	The position supervises the Group Visit Supervisor, Visitor Services Representatives, Front Desk Attendants and Gallery Attendants. Interfaces closely with Security Services Supervisor, Program Staff, Marketing staff and Events staff.	
Type: Full-time	FLSA: Exempt	Date: September 2019	Rev. Date:

#### **POSITION PURPOSE**

The Head of Visitor Experience and Services (HVES) assures a high quality visitor experience that creates enduring positive memories with a goal of fostering a desire for further engagement with the museum on multiple levels. Acts as the lead visitor experience champion across the organization, collaborating and enlisting the active support of multiple senior managers and staff. Directs the operation of all services to visitors and is responsible for all activity occurring in the galleries.

#### **KEY ATTRIBUTES**

The incumbent is recognized as someone with a passion and commitment to delivering a positive visitor experience, an innovative manager with a deep understanding of customer service, and demonstrated skills and experience building and managing a large, diverse team. The ability to think strategically with a forward thinking view of long term objectives is essential. Your skills will have been honed in a cultural, entertainment, arts or hospitality environment(s) that serve diverse populations, and where delivering a superior visitor experience is paramount.

#### **ESSENTIAL RESPONSIBILITIES**

- Deliver an effective, responsive program of visitor services including admission sales, visit planning, way finding, membership sales and collection/reporting visitor feedback.
- Advocate for visitors with diverse interests, abilities, and needs.
- Recruit, train, schedule, and mentor visitor services staff.
- Develop, implement and maintain procedures for the admission ticketing system utilizing the Tessitura platform. Serve as the functional expert for the Tessitura ticketing interface.
- Work with Education and other departments that organize special events and programs (member events, films, performances, etc.) to assure the timely and appropriate reception for groups and individuals with reservations. Develop and implement a gallery attendant program in conjunction with security services.
- Oversee the Group Visit Supervisor and activities associated with group reservations.
- Support/implement marketing plan for increasing adult group visitation and membership.
- Organize and coordinate volunteer recruitment. Promote volunteer opportunities and support volunteer placement in other museum departments.
- Assemble and analyze admissions data, and prepare and deliver reports to project and track revenue from admissions.
- Prepare and manage department budget.

- Provide information for the preparation of grant proposals including visitor research and evaluation activities. Assist with grant writing when appropriate.
- Participate in strategic meetings both within the museum and through local organizations that support audience development.

### **SKILLS, KNOWLEDGE, CHARACTER**

- Ability to exercise composure and diplomacy at all times; demonstrate creative problem solving and conflict resolution skills
- Experience with Customer Relationship Management systems
- Strong analytical and strategic thinker that enjoys fast-paced, dynamic environments that require flexibility and a capability to adapt quickly to change
- Exceptional interpersonal, managerial and organizational skills
- Knowledge of marketing techniques
- Commitment to the mission and core values of the museum and ability to model those values in service delivery and partnerships
- An understanding of diverse and underserved communities
- Demonstrated ability to inspire and empower individuals and enthusiasm for working collaboratively with a dedicated team
- The seasoning and confidence to be credible and influence decisions at the senior level
- Superior language skills in English with a strong preference for additional capabilities in Spanish
- Extensive customer service experience
- Possesses leadership, team-building and motivational skills
- Ability to communicate effectively orally and in writing; prepare and deliver presentations and written materials appropriate for diverse program platforms, including public presentations and training programs

### **EDUCATION AND EXPERIENCE**

- 5+ years customer service experience and a strong track record of providing excellent customer service preferably in an arts environment
- Bachelor's degree in communications, museum studies, art history, a related field and/or relevant equivalent experience
- Minimum two years of experience leading a team with responsibility for interviewing, hiring, training, assessing and supervising staff
- Strong working knowledge of Microsoft Word, Excel, Outlook, and database applications. Tessitura is a plus.

### **WORK SCHEDULE**

Public hours for the museum are Wednesday – Sunday with our highest attendance occurring on the weekend. Although there is not an expectation that the HVES be physically present every Saturday and Sunday in order to fulfill the position requirements, it will be necessary from time to time, generally not exceeding once a month. In order to meet the job requirements you may be called upon to work beyond the typical five day per week, eight-hour per day schedule, being present during evening hours for programming or special events. The incumbent serves in an “on-call capacity” assisting with operational needs requiring immediate attention and emergency situations during non-scheduled work hours.

### **WORKING CONDITIONS**

The work environment characteristics described here are representative of those a HVES encounters while performing the essential functions of the role:

Climate controlled art museum with display galleries, art storage areas, standard offices, café, library/archives, theater, museum shop, and other non-public spaces. Work is performed primarily indoors in lobbies, art display galleries, public and as well as non-public offices and storage areas.

While performing the duties of this job, the employee is frequently required to receive oral and written instructions in English and to clearly communicate in English in person, over the telephone, through email and through other electronic means. Employee is required to move about their work area, between galleries and storage areas, ascend and descend stairs; and stand and/or sit for extended periods of time. The employee is occasionally required to lift, drag and/or move up to 15 pounds unassisted. The employee is required to visually or otherwise identify, observe and assess. Special vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

**DISCLAIMER**

The preceding job description has been designed to indicate the general nature and essential duties and responsibilities of work performed by a HVES. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required to do this role. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**TO APPLY**

We are a progressive, equal opportunity employer and all candidates are encouraged to apply. You can do so by sending a cover letter noting the reason for your interest plus your resume to:  
Staffing.VS@wadsworthatheneum.org

Please note "Head VES" in the subject line.