

Head of Visitor Experience and Services Position Description

Department: Education	Reports to: Director of Education	The position supervises the Manager of Group Visits, Information Desk Lead, Gallery Attendant Supervisor, and Gallery Attendants. Interfaces closely with Security Services, Program, Marketing, Events and Membership staff	
Type: Full-time	FLSA: Exempt	Date: December 2021	Rev. Date:

POSITION PURPOSE

The Head of Visitor Experience and Services ensures a positive visitor experience with a goal of fostering a desire for further engagement with the museum on multiple levels. As a member of the Senior Leadership team, acts as the leading visitor experience champion across the organization, collaborating and enlisting the active support of staff throughout the institution. Advocate for visitors with diverse interests, abilities, and needs.

KEY ATTRIBUTES

The Head of Visitor Experience and Services is recognized as someone with a passion and commitment to delivering an outstanding and dynamic museum visitor experience, an innovative manager with a deep understanding of customer service, and demonstrated skills and experience building and managing a large team. The ability to think strategically with a vision of long-term objectives is essential. Skills will have been honed in a cultural, entertainment, arts or hospitality environment(s) that serve a wide range of 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 data collection/reporting on visitor feedback
- Recruit, train, schedule, and mentor visitor services staff, including oversight of all aspects of Gallery Attendant program
- Develop, implement and maintain procedures for the admission ticketing system using the Tessitura platform. Serve as the functional expert for the 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. Oversee the Group Visit Supervisor and activities associated with group reservations
- Support marketing plan for increasing adult group visitation
- Organize and coordinate volunteer recruitment and placement (not including auxiliary groups such as Docents, Women’s Committee, etc.)
- 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
- Demonstrated social and cultural competency and commitment to diversity, equity, accessibility and inclusion
- 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
- Demonstrated ability to inspire and empower individuals and enthusiasm for working collaboratively with a dedicated team. Possesses leadership, team-building and motivational skills
- The experience, diplomacy, and confidence to influence decisions at the senior level
- Superior language skills in English with a strong preference for additional capabilities in Spanish
- Extensive customer service experience. Ability to establish and maintain positive and professional working relationships with staff, volunteers, and members of the public
- 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 currently Thursday – Sunday with our highest attendance occurring on the weekend. Although there is not an expectation that the Head of Visitor Experience and Services be physically present every Saturday and Sunday in order to fulfill the position requirements, it will be necessary occasionally. 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 role 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 Visitor Services Manager 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 Visitor Services Manager. 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@TheWadsworth.org

Please note "Head of Visitor Experience and Services Manager" in the subject line.