POSITION DESCRIPTION
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. This position is an advocate for visitors with diverse interests, abilities, and needs.

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, as well as excellent communication skills, is essential.

SALARY: $75,000.00 annually

ESSENTIAL RESPONSIBILITIES
▪ Develop and execute a comprehensive visitor services strategy that supports a carefully curated guest experience and reflects the museum mission and brand.
▪ Own and define the needs of the visitor experience, including wayfinding, interior and exterior signage, maps, website, mobile guide, and other information and communication methods to ensure that visitors are able to access the museum and its services. Work directly with marketing team for execution of these needs.
▪ Deliver an effective, responsive program of visitor services including admission sales, visit planning, membership sales and data collection/reporting on visitor feedback.
▪ Cultivate a positive team and work environment that permeates throughout all visitor experiences and interactions with stakeholders.
▪ Provide direction for Visitor Services Operations Manager in all visitation support activities, ensuring efficient operation flow.
▪ Oversee Gallery Attendant Supervisor in scheduling, floor management, and day-to-day supervision of about 40 Gallery Attendants.
▪ Ensure onsite management and supervision Gallery Attendant Program during open hours, programs and special events.
▪ Work closely with Protection Services to plan, communicate and practice protocols for routine processes as well as emergency procedures.
▪ Work with all other departments that organize special events and programs (public programs, member events, films, performances, etc.) to assure the timely and appropriate reception for groups and individuals with reservations.
▪ Develop and document policies and procedures for departmental staff, ensuring compliance department-wide.
Prepare and manage department budget.

Develop departmental training programs to ensure staff members understand their job responsibilities and deliver a high quality visitor experience.

Create and implement regular assessment of the visitor experience to develop data-driven plans for increasing visitation, revenue, and visitor satisfaction.

Develop strategies and plans that improve processes and workflows within the visitor services department.

Organize and coordinate volunteer recruitment and placement (not including auxiliary groups such as Docents, Friends of the Wadsworth, Library Associates, etc.)

Assemble and analyze admissions data, and prepare and deliver reports to project and track revenue from admissions.

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.

MINIMUM REQUIREMENTS

Education and Experience

- Minimum of 10 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 ten 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. Prior Tessitura experience is a plus.
- Experience with Customer Relationship Management systems

Skills and Abilities

- 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.
- 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
- 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.

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
Physical Demands
The work environment characteristics described here are representative of those that the employee encounters while performing the essential functions of the role:

This job operates in a clerical, office setting within a museum with both modern and historic architectural elements. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. While performing the duties of this job, the employee is frequently required to receive oral and written instructions and to clearly communicate in person, over the telephone, through email and through other electronic means. Employee is required to frequently move about the museum, 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 25 pounds unassisted. The employee is required to visually or otherwise identify, observe, assess and differentiate dimension and color.

Reasonable accommodations may be made to enable qualified individuals with a disability to perform the essential functions to the extent the Wadsworth may do so without undue hardship. The term “Qualified individual with a disability” means an individual who with or without reasonable accommodation can perform the essential functions of the position.

To Apply: Please send all resumes and cover letters to HR@TheWadsworth.org