

**Children's Discovery Museum
Associate Director of Visitor Services**

Status: Exempt, regular full-time

Supervisor: Director of Education and Strategic Initiatives

Summary

This is a management position with overall responsibility for floor operations' effectiveness, efficiency and success in delivering quality visitor experiences to family and groups as well as for helping to advance the Museum's mission and reputation. It oversees the administrative, managerial and performance-based aspects of audience-facing staff working on the exhibit floor (Floor Staff). The primary objective is to ensure the highest level of visitor engagement and safety by maintaining exceptional standards of customer service, cleanliness and physical appearance of all publicly accessible spaces, and training for working with the public. It is expected that the position is deeply knowledgeable about exhibits, programs, events and museum operations, is well trained in safety and security protocols, and coordinates with other functions which oversee admissions, retail, facility rentals and birthday parties, and food service.

Responsibilities

Highly visible position with visiting public as well as across internal departments. Influences strategy and has ability to make autonomous decisions within framework of established goals, objectives and protocols. Has major impact on the visitor experience and financial resources. Specific responsibilities are described below.

Training and Supervision

- Oversee Floor Staff Supervisors who hire, schedule and manage audience-facing staff. Understand and implement established HR practices, Museum goals and philosophy, operating priorities and knowledge about the difference in experience and background that new employees bring.
- Develop and facilitate ongoing visitor service, safety, exhibit/program content and job-specific training. Use digital or in-person resources and research and deliver specialized training as needed. Coordinate opportunities for Floor Staff to understand the importance of other roles within the Museum.
- Train Floor Managers new to the position.

Ongoing Operations

- Develop and support daily operational procedures and strategies responding to visitor need/concerns and incorporating staff feedback.
- Enhance on-boarding system, daily protocols and operating guidelines to ensure consistency among Floor Staff and to support the Floor Manager's understanding of floor operations.
- Proactively strategize solutions for days prone to overcrowding to ensure back-up support for key positions and to increase security. Work with Group Reservationist to Identify higher than normal group attendance and prepare accordingly.
- Develop and manage Visitor Services expense budget.

Addressing Visitor Needs

- Analyze and assess visitor trends, comments, and complaints. Gather audience input and staff feedback. Recommend to senior management potential facility, programmatic or exhibit modifications, new procedures or signage
- Handle visitor concerns, comments and complaints that cannot be settled at the Floor Supervisory level and document common problems/solutions for training purposes.
- Represent Museum philosophies and practices for both visitors and staff in a positive and professional manner, with diplomacy and perspective-taking as key operating guidelines.

Cross-Departmental Collaboration

- Understand and support the educational goals and implementation approaches for activities created by Program Developers for designated areas and audiences, including Early Childhood, Visual Arts, Performing Arts, Urban Ecology, in order to ensure Floor Staff have the knowledge, skills and ability to deliver according to the specifications.
- Work with Facilities staff to improve safety and security procedures for all staff. This includes documenting plans, and conducting periodic review and testing. Add new procedures as needed.
- Participate on internal teams formed to support the needs of specific audiences and implementation of large-scale events. These may include audiences such as school and camp groups for special needs children and events like cultural celebrations and theme weeks.

- Collaborate with Supervisors of other audience-facing functions to coordinate approaches, address similar challenges, and support outstanding visitor service across-the-board.
- As part of the CDM Management team, regular participation in Floor Manager responsibilities.

Education/Experience

Any combination of education or experience providing the required knowledge and skills is qualifying. Minimum employment standards are:

- Bachelor's degree required
- Minimum five years of experience managing visitor services or guest relations capacity at a comparable institution
- Experience in museums, hospitality, attractions or cultural institutions preferred
- Supervisory experience with demonstrated success in hiring and managing part-time staff in fast-paced environments preferred
- Certification in safety/security training a plus

Qualities/Skills

The position requires sound judgment and diplomacy in all interactions with staff and visitors who represent a diversity of ethnic, cultural, social and economic backgrounds in accordance with the Museum's Welcoming Statement. Additional skills are:

- Ability to recognize the importance of responsibility, authority, and accountability
- Strong conflict resolution skills, ability to perform multiple tasks simultaneously, and represent the Museum to visitors in a positive and professional manner
- Skilled at using evaluation and analysis to improve visitor experience and safety
- Ability to motivate staff and foster a positive work environment
- Excellent verbal and written communication skills and ability to present information to a wide variety of internal and external stakeholders
- Strong organization skills and proficient use of Microsoft Office tools
- Ability to move ideas and recommendations from vision to full-scale implementation
- Willingness to work weekends, holidays and some evenings

Physical Requirements

- Ability to be on feet and/or sit for at least six hours each day
- Physically capable of responding quickly to public emergencies or urgent situations on the Floor
- Intermittent physical activity, including walking, standing, twisting, sitting, bending, stooping, lifting, and climbing stairs
- May require spending significant time outdoors throughout the year

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by his/her supervisor.

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