

## **Job Description**

**Position:** Visitor Experience Manager

**Classification:** Part-Time; \$24/hour

**Reports To:** Assistant Executive Director

**Job Summary:** The Visitor Experience Manager is responsible for creating a premium visitor experience throughout the CGM.

This position is responsible for establishing all visitor-related protocols and training other staff members and volunteers. This position involves superior front desk coverage, front desk employee supervision, improving a 360-degree visitor experience, membership promotion and management, and volunteer management. Additionally, this position is essential at keeping the store well stocked with the help of the other VE employees.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Front Desk:

- **Directly supervises Front Desk Associates** and volunteers according to the organization's policies and procedures. Responsibilities include scheduling, training, and directing work for volunteers and staff
- Maintains a full schedule of coverage of the front desk, store, and events.
- Trains staff and volunteers on front desk protocols including greeting visitors, admissions, museum memberships, and other procedures. Cross-trains employees to ensure full coverage of staff and volunteers
- Closely reviews the schedules of incoming groups and develops a quick, friendly method to process them into the museum. Works closely with tour group leaders to develop a positive working relationship and meet the needs of the group.

- Greets members in a friendly and professional manner and trains staff to do the same.
- Encourages membership sales to visitors.

#### Store Management:

- Maintains the health of the retail store, merchandise, and consignment items
- Improves retail sales and generates revenue for the museum
- Creates or manages the creation of museum branded merchandise
- Maintains careful records, inventory, and reporting
- Trains staff and volunteers on use of the registers, stocking merchandise, and maintaining good record keeping practices
- Generates marketing initiatives to promote store items
- Identifies and manages store needs in advance, based on upcoming events and exhibitions
- Closely reviews the schedules of upcoming groups to make sure the store and front desk have ample coverage

#### Membership Management and Promotion:

- Maintains and promotes museum memberships to visitors, current members, former members, and the surrounding communities.
- Organizes and creates membership drives, including “Member November,” signage in the museum, and collaborates with the AED about marketing material to promote new memberships.
- Regularly communicates with members about events, exhibitions, and other museum-related content.
- Maintains the membership database to stay updated with current memberships, lapsed memberships, and new memberships.

#### Volunteer Management:

- Recruits new volunteers, maintains the database, and manages schedules and job descriptions for volunteers.
- Works with other staff members to assign volunteers when necessary

## **DESIRED KNOWLEDGE AND SKILLS**

- Creative, dependable, analytical, highly organized, and flexible
- Professional and friendly demeanor
- Understanding of museum culture and collections or a willingness to learn
- Able to communicate with many kinds of visitors and coworkers effectively

## **EDUCATION AND WORK EXPERIENCE:**

- Bachelor's degree required
- Retail and point of sale experience required
- Customer service experience required
- Museum experience preferred
- Management experience preferred
- Knowledge of record keeping and database management preferred

**If interested, email a cover letter and resume to the Assistant Executive Director, Madeline Ricks, at [m.ricks@columbiagorge.org](mailto:m.ricks@columbiagorge.org)**