Visitor Services Manager

*This is a general description, and duties may vary based on the museum's specific needs. It’s always important to tailor position descriptions to fit your organization's unique needs and culture.*

Position: Museum Visitor Services Manager

Reports To: Deputy Director or Director

Potential Staff Reporting to this Position: Visitor Services Representative, Guest Services personnel

Job Description

The museum visitor services manager is responsible for ensuring a high-quality visitor experience.

Responsibilities:

1. Managing the visitor experience, from engagement styles to ticketing systems, and ensuring a positive experience for all visitors.
2. Guiding the visitor services team, including hiring, training, scheduling, and floor-based support.
3. Developing and implementing visitor services policies and procedures to ensure a positive visitor experience.
4. Overseeing the museum's ticketing system, including sales, refunds, and customer inquiries.
5. Generating reports and analytics from sales data; communicating with colleagues.
6. Coordinating with other departments to plan and execute special events and programs.
7. Handling visitor complaints and feedback and implementing changes as necessary to improve visitor satisfaction.

Qualifications:

* Previous customer or visitor service experience, preferably in a museum or similar setting.
* Excellent communication and customer service skills.
* Strong leadership and team management skills.
* Ability to work flexible hours, including nights, weekends, and holidays.
* A degree in hospitality, business administration, or a related field may be beneficial but is not always necessary.

# Skills

Consider the following set of essential skills that museum visitor services managers need. Even without direct experience in a similar position, someone with these skills could accomplish the tasks by leveraging the following:

1. Interpersonal Skills: Customer service. Sensitivity to cultural diversity and respect for people from different cultural backgrounds, including awareness of cultural customs, languages, and communication styles, and the ability to provide inclusive and welcoming experiences. Awareness of accessibility needs and accommodations, including helping, offering accessible resources, and ensuring barrier-free access. Ability to handle complaints, conflicts, or difficult situations calmly and diplomatically to resolve issues.
2. Collaboration & Communication: Collaborating and building rapport with diverse stakeholders, including colleagues and customers. Communicating complex ideas, asking thoughtful questions, and being open to feedback. Interdisciplinary knowledge and the ability to make connections across different fields of study.
3. Problem-Solving: Ability to proactively anticipate and address various needs, inquiries, and challenges and implement creative solutions.
4. Practical Application: Using theoretical knowledge in real-world situations to solve problems, complete tasks, or improve processes. Knowledge of emergency procedures and protocols to respond effectively to safety and security incidents, including evacuations, medical emergencies, or disruptive behavior, and to communicate with others to ensure their safety and well-being.
5. Time Management: Proficiency in multitasking and time management to handle multiple tasks simultaneously.
6. Adaptability: Ability to adapt to changing needs and operational requirements and to remain calm, flexible, and resourceful in high-traffic or high-pressure situations.
7. Technical Proficiency: Experience handling cash, including processing, accepting payments, making changes, and reconciling cash registers, as well as proficiency in operating POS systems and ticketing software.