



Organization: New Bedford Whaling Museum

Location: New Bedford, MA

Position: Visitor Experience Manager

The New Bedford Whaling Museum

The New Bedford Whaling Museum ignites learning through explorations of art, history, science and culture rooted in the stories of people, the region and an international seaport. Founded in 1903 as the Old Dartmouth Historical Society, the Museum seeks to advance understanding related to the influence of the whaling industry and the port of New Bedford on the history, economy, ecology, arts, and cultures of the region, the nation, and the world. We tell the stories of the many diverse communities that shared in the creation of this history, through excellence in our collections, scholarship, and public engagement. The Museum is recognized as a compelling destination that inspires all visitors to reflect on the complex issues that shaped the past, remain critical today, and inform a sustainable future.

Visitor Experience Department

The Visitor Experience team is responsible for welcoming over 80,000 visitors annually to the New Bedford Whaling Museum. As the visitor's first and last point of contact, they serve a critical role in fulfilling the Museum's mission of creating a welcoming and engaging experience. On a day-to-day basis, the Visitor Experience team greets and orients visitors, generates revenue through admission, membership, theater, and store sales, provides guests with information about the museum and local area, and assists with initiatives to better understand our visitors.

Position Description

Reporting to the Director of Museum Experience & Community Engagement, the Visitor Experience Manager develops, implements, and evaluates the offerings associated with the New Bedford Whaling Museum's admission, 3D theater, and retail operations. They serve as a visitor advocate, working across departments to proactively identify, improve, and address issues that will lead to increased visitor satisfaction and engagement. This position proactively manages our visitor experience team to ensure that the department is fulfilling the Museum's mission while reaching or exceeding budgetary goals. The ideal candidate enjoys interacting and serving members of the public, motivating a team of dedicated staff members, buying and merchandising store products, and analyzing sales and visitor data.

Key Responsibilities

Management & Department Tasks

- Oversee all operational aspects of the Museum's admission, 3D theater, and retail store with support from the Visitor Experience Supervisor.
- Hire, support, and manage the Visitor Experience Associates (7) and Supervisor (1). Ensure all staff receive relevant training with respect to ticketing, customer service, museum store products, money handling best practices, museum exhibitions and content, and security procedures.
- Maintain the flow of information to and from the Visitor Experience team by working closely with Museum staff, docents, and community partners.
- Monitor and update the Museum's ACME ticketing software, phone system, and websites (whalingmuseum.org and store.whalingmuseum.org) to reflect current up-to-date information on offerings and products.

- Co-lead with the Director of Museum Experience & Community Engagement in the development and monitoring of the department budget by estimating expenses, managing projects to deliver them on time and on budget, reporting on visitation and store sales, and motivating staff to reach or exceed revenue goals.
- Evaluate policies, procedures, and materials to ensure that they are visitor-centric and create a welcoming environment for all visitors while also meeting Museum priorities. Elevate areas of concern to the Director of Museum Experience and Community Engagement, brainstorm solutions, and implement enhancements.
- Directly interact with the public approximately 16 hours per week to both cover staff lunches, vacations, and other high traffic moments as well as serve as a role model for direct reports.
- Other duties as assigned.

Museum Store & E-Commerce

- Develop the museum store's product assortment by buying and creating merchandise that is compelling, mission based, and visitor-centric.
- Maintain an attractive physical and online store appearance with effective merchandising that complement exhibitions and promotes sales.
- Oversee inventory levels and manage annual physical inventory.

Visitor Services & Admission

- Foster a warm and welcoming environment for all Museum visitors, ensuring that they are informed about daily programming and other offerings, including membership and 3D theater.
- Address visitor complaints or dissatisfaction in a calm, professional manner using listening, problem-solving and communication skills.
- Gathers feedback from guests and make recommendations on ways to improve the visitor experience to better meet or exceed our guest's expectations.
- Respond to visitor and gallery safety concerns and provide an immediate and appropriate response to emergencies and evacuations.

Schedule

The Visitor Experience Manager works a 40 hr/wk Sunday-Thursday schedule. Must be able to work holidays, weekends, and the occasional morning or evening event.

Qualifications

Minimum of 5 years of relevant experience in retail management required. 2+ years of personnel management experience at a supervisory or assistant supervisory level required. Ability to demonstrate flexibility and quick-thinking in an audience focused environment. Strong organizational, technological, and administrative skills.

Salary

\$50,000

To Apply

Send cover letter and resume to Jennifer Zanolli, Director of Museum Experience & Community Engagement at jzanolli@whalingmuseum.org. Application deadline is April 12, 2024. Applicants will be reviewed on a rolling basis. Only those selected for an interview will be contacted.

The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.