

JOB ANNOUNCEMENT

Organization: National Museum of Women in the Arts
Position: Senior Visitor Services Manager
Department: Administration

POSITION SUMMARY:

NMWA's first Senior Visitor Services Manager will be responsible for creating a welcoming, customer-focused experience for visitors. This person will work collaboratively with relevant museum departments to create an organized, consistent, positive, and impactful experience for visitors, donors, and program attendees. The ideal candidate will have a passion for working with the public and for the museum's mission.

The first year of the position will include planning and developing all aspects of the museum's new Visitor Services program. The second and subsequent years will focus on implementing and refining these plans. The current job description reflects both sets of responsibilities. *As additional Visitor Services personnel are hired, some of these responsibilities will be assigned to others and overseen by the Senior Visitor Services Manager.*

This position requires occasional evening and weekend responsibilities.

RESPONSIBILITIES:

Primary Job Responsibility: Design and implement great NMWA visitor experiences

Year One: Planning

- Create NMWA's first Visitor Services Plan with innovative ways to enhance visitor experience
- Work with Director of Operations to purchase equipment and equip spaces
- Create training materials and oversee hiring and training of Visitor Services staff before and as NMWA reopens
- Keep abreast of latest museum policies and news, and convey to Visitor Services staff and the public
- Work with Development team on ways to turn visitors into members and donors
- Support the museum's commitment to diversity, equity, accessibility, and inclusion (DEAI), e.g. serve on staff working groups, participate in staff training, field and accommodate visitors' accessibility requests, and apply DEAI best practices to programs and resources for online and in-person visitors
- Create and oversee Visitor Services budget

Year Two and Beyond: Operations

- Coordinate with other operations staff, including Shop, Security, Education, and Special Events, to ensure organizational consistency and customer satisfaction in museum entry and public operations
- Serve as lead customer service representative in front-of-house area, assisted by Visitor Services Associates, Security, Shop, and volunteers
- Occasional work at information/visitor services desk
- Manage the customer service performance of Visitor Services staff
- Monitor and assist in the professional development of Visitor Services Associates
- Create and maintain schedules for information/visitor services desk, group visits, group lunches in café, school tours, and docent tours
- Collaborate with Development team to develop meet/greet strategies for members/donors
 - Coordinate with Communications and Marketing and Membership departments on visitor offers and campaigns to increase visitor numbers
 - Train Visitor Services staff in promoting conversions, including email sign-up and membership.
 - Brainstorm and implement plans for encouraging post-event survey completion
- Provide visitor services training to NMWA volunteers and staff
- Take primary responsibility for organizing and ensuring relevant staff members are familiar with the museum's daily calendar of programs, events, tours, and VIP visits
- Serve as primary advocate for visitor accessibility, ensuring an inclusive experience for all patrons
- Encourage visitor survey participation
- Work with Special Events Department
 - Deliver a positive experience for visitors during facility rental setups
 - Ensure public spaces are reset and ready for visitors following facility rentals
- Work with Director of Security
 - Train guard staff on visitor services and ticketing kiosk
 - Keep front-of-house property, including wheelchairs, benches, gallery stools, assistive technology, and other physical aids, in good working order
- Evaluate initiatives and performance on a regular basis, refining policies and procedures as necessary to cultivate a culture of excellence

Ticketing

- Administer NMWA's Tessitura ticketing system
 - Oversee admissions
 - Set up timed ticketing
 - Set up program and events ticketing
 - Monitor sales and communicate results to relevant departments
 - Serve as primary point of contact with vendor for ticketing concerns
 - Coordinate with Information Systems Coordinator to ensure proper functioning of ticketing hardware, including scanners and kiosks
- Monitor tickets@nmwa.org inbox and respond to requests for ticket changes and refunds
- Conduct daily reconciliation of ticketing proceeds and cash deposits

Visitor Communications

- Respond to general inquiries from NMWA website about hours, exhibitions, upcoming programs, visitor policies etc.
- Coordinate messaging regarding Visitor Services announcements on the website, social media, and email
- Monitor basic functionality of digital experience technology, train Visitor Services staff on equipment, and alert Digital Engagement and Communications and Marketing Manager on technology issues
- Program information for phone system to create a welcoming interface for any caller
- Ensure all visitor-facing staff, including Security , Shop , and Office Assistant have the necessary information about exhibitions and programs to answer questions from visitors. Create clear work and information flows.
- Maintain stock of brochures and other collateral, ensuring appropriate items are available for visitors. Monitor burn rate and communicate with relevant departments to allow sufficient time for re-ordering materials.
- Signage
 - Maintain wayfinding and other informational signage throughout the building
 - Coordinate updates, printing, and installation of printed signage as needed
 - Ensure stanchions for printed signage are available and placed appropriately
 - Implement and administer digital signage system (Custom BrightSign implementation)
 - Work with Communications and Marketing Manager and Director of Digital Engagement to develop messaging schedule, workflow for staff requests, etc.
 - Maintain display schedule
 - Respond to special requests and develop standards for requests, such as logo displays for facility rentals, messaging for NMWA programs, and evergreen promotional images
 - Work with Communications and Marketing Manager to ensure consistent branding and internal approvals for signage and displays

Budgets and Reporting

- Create and oversee yearly Visitor Services departmental budget
- Manage visitor reporting, including visitor data based on metrics and survey information
- Develop dashboards for KPI tracking and trend identification
- Serve on relevant interdepartmental committees such as CRM working group and DEAL committee

QUALIFICATIONS:

- B.A. or comparable experience in hospitality, communications, diplomacy, or other service- or visitor engagement- related field
- Experience in customer service-focused setting; previous customer service experience in a museum or arts organization setting highly desirable
- Capacity to lead others and maturity to work with different types of customers and museum departments

- Commitment to diversity, equity, accessibility, and inclusion (DEAI); knowledge of DEAI best practices and experience applying them in a visitor experience, customer service, or similar context a plus
- Experience administering ticketing, donor, events, and point-of-sale software. (Previous experience with Tessitura Network preferred.)
- High level of comfort with learning new technologies and assisting others with the museum's technology
- Interest in or knowledge of art history and the visual arts preferred
- Graphic design experience is desirable
- Foreign language and/or American Sign Language fluency a plus

If much of this job description describes you, then you are highly encouraged to apply for this role, even if you don't meet 100% of the qualifications. We recognize that it is highly unlikely for an applicant to meet 100% of the qualifications for a given role, and that every candidate brings unique experience and qualifications to a role. We are excited to meet you!

SALARY:

The salary range for this position is \$70,000 - \$75,000 annually and includes a benefits package.

Please submit applications by emailing cover letter and résumé to HR@nmwa.org.

The National Museum of Women in the Arts is an equal opportunity employer. To request reasonable accommodations in the application or hiring process, please notify NMWA's Human Resources department at HR@nmwa.org.

To comply with tax and legal obligations, all candidates must reside in Maryland, DC, or Virginia. While there may be flexibility for remote/hybrid work environments, candidates must be residents of MD, DC, or VA or relocate prior to the start of employment at NMWA. Candidates must be legally eligible to work in the U.S. for NMWA, without visa sponsorship by NMWA.

The National Museum of Women in the Arts ([NMWA](https://www.nmwa.org)) is the first major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.