



Job Description

Job Title: Visitor Services Manager

Salary Level: Salary

Status: Full Time

Shift: Tuesday through Saturday (various hours including weekends and holidays)

Department: Admissions/Membership

Reports to: CDO - Sales and Hospitality

The Leonardo is an art, science and technology museum that demonstrates and encourages new ideas, creativity and innovation through educational and community programs, exhibits and outreach activities. The museum serves as a community hub to explore and discuss current global issues that have local relevance.

Position Summary

The successful candidate will be a positive, and professional individual who will serve as the first contact for visitors to the museum. They will possess the ability to demonstrate superior management skills for admission and retail staff. They will ensure that the best The Leonardo has to offer is communicated to each visitor. This individual will be responsible for creating the staff schedule, leading regular staff trainings, modeling excellent customer service and interactions, supporting the education, programs and events departments, managing the museum membership program including sales strategy and implementation, and supporting the retail space by maintaining inventory and providing financial reports.

This is a fulltime position (5) day in-person work week. 4 days per week scheduled at the admissions desk/general lobby area Wednesday through Saturdays and (1) day per week to fulfill all other assignments.

This position is 40% Visitor Services, 40% Membership and 20% Retail.

Core Responsibilities

- Visitor Services Management
- Membership Sales and Stewardship
- Retail Inventory and Sales

Essential Duties and Responsibilities

Visitor Services Management:

- Manage and schedule all Visitor Services staff
- Maintain a friendly and positive work environment
- Lead the daily operations of the Visitor Services Desk with responsibilities including, but not limited to: answering the phone, greeting guests, check and respond to voicemails and emails, maintain lost and found items, respond to customer issues, process payments for admissions, special paid programs, and museum donations.
- Oversee the opening and closing processes for the Visitor Services Desk
- Manage cash/change for register at Visitor Services Desk for all transactions at that point of sale
- Ensure that all Visitor Services staff are trained to assist member needs, including: registration, fulfillment of member benefits, membership renewal and maintaining positive relations for each point of contact.
- Gain a thorough understanding of the Blackbaud Altru software and ensure all frontline staff are properly trained on it.
- Create and implement new ideas to produce the best experience for guests.

- Coordinate visitor orientation and ticketing, general admission, guided tours, group sales, and season passes.
- Work directly with on-site visitors and staff at the Visitor Services Desk on scheduled days
- Fill in any scheduling gaps that may occur, including vacations/holidays as needed
- Support staff in the execution of their duties through positive guidance and work ethic
- Serve as the main line of communication between staff and administrative supervisor
- Respond to and resolve all customer issues in a timely manner
- Maintains a well-informed, working knowledge of the exhibits, programs and services (such as events/development) available at the museum and communicate that information in a style consistent with The Leonardo brand
- Work closely with the Creative Department to promote programs, exhibits and memberships to on-site visitors.
- Develop, implement, and manage a centralized information hub to streamline communication related to museum activity, processes, and other important notices as needed.

Membership Sales and Stewardship:

- Manage The Leonardo's Membership program including sales, fulfillment of member benefits, renewal communications, etc...
- Serve as the primary contact for Leonardo Museum members
- Perform periodic evaluations of The Leonardo's Membership Program based on industry best practices and solicited/un-solicited feedback
- Strive to increase conversion rate from admission sales to membership by 5% or more annually
- Develop strategies to drive a higher retention rate for members, with the goal to increase retention rate to 45% or more
- Periodically research both local and national Membership Programs to ensure The Leonardo's Membership Program is competitive with others and attractive to all visitors.
- Maintain the accuracy and integrity of the membership database.
- Generate weekly reports on membership sales.
- Fulfill the Membership Renewal Process including renewal notices in a timely manner
- Send welcome kits in a timely manner
- Serve as the member liaison by attending monthly 'member only' exclusive events produced by the programs department, in addition to other internal public events as needed

Retail Inventory and Sales

- Manage retail space by placing purchase orders, purchasing/repurchasing items, and making suggestions to The Leonardo's Creative team.
- Supervise retail inventory to ensure loss prevention
- Schedule retail staff as needed (may overlap with visitor services staff)
- Maintain and report on retail inventory and sales as required by the Finance Department
- Perform a comprehensive inventory count at least once per year for auditing purposes
- Support on-line sales of items/kits as needed

Management and Administrative duties:

- Report all daily receipts (admissions, membership sales, merchandise sales and other) to Finance department
- Provide visitor demographic and sales reports as needed for reporting purposes
- Assist in the collection of content from the "front lines" for use in social media posts, newsletters and other museum publications
- Be responsible for the appearance of the public areas including the retail space and front desk lobby.

- Oversee the ordering of uniforms and enforcing uniform protocol for frontline staff and volunteers.
- Assist in designing, administering, and reporting all visitor feedback/survey data
- Ensures that all safety precautions are met and follow SOP for any security or first aid incidents
- Encourage contributions to The Leonardo, as we are powered by community funds.
- In the spirit of teamwork, interact with professionalism and collaboration to achieve goals and objectives
- Other duties as assigned.

Knowledge, Skill and Abilities:

- Excellent written and oral communication combined with a positive attitude
- Familiarity with typical software programs including Microsoft Office and other web-based software
- Self-starter and ability to think creatively.
- Detail oriented and organized
- Ability to work weekends, holidays and special event/outreach hours as needed
- Experience with Blackbaud's Altru, the museum's cloud-based database, is a plus!

Training and Experience Requirements:

- 3-5 years of customer service/ hospitality experience
- 1-2 years of management experience
- Associate's Degree (preferred)

Employee Name

Date

Employee Signature