



ORGANIZATION	New Bedford Whaling Museum
LOCATION	New Bedford, MA
THE POSITION	Director of Museum Experience & Community Engagement Full-Time, Salary, Exempt

Energized by a strong strategic plan that affirmed The New Bedford Whaling Museum's purpose to ignite learning through explorations of art, history, science and culture rooted in the stories of people, the region and an international seaport, the Museum has created a new position dedicated to deepening our visitors' sense of belonging, expanding our audience reach and increasing our community connections. Through our strategic plan <https://www.whalingmuseum.org/about/strategic-plan/>, the Museum declared four overarching goals: Welcome, Engage, Steward, and Thrive.

The Director of Museum Experience & Community Engagement will be an outgoing and mission driven professional central to achieving our inclusive and strategic objectives. A critical leader, the Director will report directly to the President & CEO and will be charged with working across departments to help the Museum achieve alignment in both practice and behaviors in building our desired museum community. Leading the Visitor Experience team and retail sales associates, the Director will oversee admissions activity and the Museum store with a focus on service to create repeat visitors, increase membership and grow the Museum's reputation as a desired destination. The Director also oversees the Museum's rental program and community partners program. The successful candidate will demonstrate a track record of anticipating and solving problems and a dedication to a visitor-centric museum model that will ensure an extraordinary, enriching, memorable and fun experience for all.

KEY RESPONSIBILITIES

Visitor Experience & Retail

- Provide strategic-level oversight and management of all visitor experience activities.
- Align the museum experience with mission, values and goals to ensure Diversity, Equity, Accessibility and Inclusion (DEAI) practices create exceptional sense of welcome and belonging.
- Manage Museum Store Manager and maintain oversight for store operations including selection and purchasing of merchandise, store appearance, inventory, online retail and fulfillment.
- Create and implement metrics to evaluate the Visitor Experience for ticketed admission, programs, tours, and special events, and proactively drive improvements by assessing visitor data and trends.
- Collaborate with marketing to develop promotions or advertisements to encourage repeat visitation, promote program ticket purchases, drive store sales and increase group sales/tours.
- Partner with Development to grow membership sales at front desk.
- Coordinate with Education to schedule volunteers for tours and school groups.
- Ensure that all visitor signage is updated and easily visible.
- Monitor visitor experience and safety on the floor by partnering with Facilities, Curatorial, Collections and Exhibitions to conduct routine oversight ("walk the floor") of the museum's facilities and exhibits ensuring safety and an enjoyable experience.
- Communicate needed repairs to gallery elements, exhibits and general museum repairs to appropriate teams.
- Closely monitor customer satisfaction and impact data, adjust accordingly and educate employees and associates on visitor motivations.

Community Engagement, Rentals and Partnerships

- Serve as a key external representative and ambassador for the Museum in the community demonstrating excellent communication and interpersonal skills.
- Oversee Rentals team and execution of events and community partner events.
- Sustain existing community partnerships and grow new connections.
- Oversee requests from outside organizations for Museum participation in community related activities.
- Work with staff across the museum to ensure community partners are fully engaged through collaborative partnerships.

Management

- Oversee admissions operation, including daily ticket sales; membership sales; new visitor welcome, and on-going customer service.
- Manage Visitor Experience team, retail associates and rentals manager.
- Supervise scheduling, cash handling training, and opening/closing procedures.
- Work with the President and CFO/CAO to prepare and manage the operational and personnel budgets for the Visitor Experience department and rentals.
- Work with the Finance Department to oversee cash-handling procedures and maintain accurate counts and financial records. Supervise point of sale and online transaction and register closeouts.
- Assemble and analyze relevant admissions data, prepare weekly, monthly, and other reports as requested, detailing activities and sales.
- Develop and implement critical staff learning plans and opportunities that enhance staff effectiveness.
- Other duties as assigned.

The successful candidate will possess:

- Bachelor's degree with five years of management experience in a museum, zoo or nature center.
- Highly skilled at internal and external customer service with demonstrated results in effecting positive change for customers.
- Entrepreneurial, approachable and participatory management style to lead and develop internal teams, as well as external partners.
- Excellent communications, interpersonal and management skills.
- Strong community relations skills especially in responding to community needs and interacting with community leaders.
- Able to work independently and perform multiple tasks simultaneously without close supervision.
- Position requires constant movement, walking, talking and listening and seeing the museums experience, evaluating and adjusting based on the observations.
- Proven experience in leading and building teams, and fostering a positive and collaborative working environment.
- Knowledge of preparing budgets and reports.
- Able to work a flexible schedule, including evenings, weekends, holidays, and in critical situations as required, as well as the character to be punctual, dependable, and responsive.
- Proficiency with MS Office (Outlook, Word and Excel), point of sales systems and data management.
- Fluency in another language (Spanish, ASL, Portuguese, Cape Verdean Creole, Chinese) a plus
- Experience handling money and working in a public-facing position required.
- Experience with point of sale or database software required. Experience with ACME and Blackbaud products preferred.

SALARY RANGE: \$65,000 - \$70,000 depending on experience. This is a full-time position with benefits.

APPLICATION INSTRUCTIONS: Send resume and cover letter to Michelle Taylor, Chief Administrative Officer & CFO at mtaylor@whalingmuseum.org. The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.