

JOB DESCRIPTION

Position Title: Manager, Visitor Experience & Membership Processing

Position Reports to (Title): Director, Visitor Experience & Marketing **Effective Date:** August 2019

Department: Visitor Services

Exempt/Non-Exempt: Full time, Exempt

1. Position Summary

Under the direction of the Director, Visitor Experience & Marketing, the Manager, Visitor Experience & Membership Processing, will focus on heightening the visitor experience through high-level communication, comprehensive staff training, and fostering a culture of customer-centric thinking. The Manager, Visitor Services will oversee day-to-day operations of the Visitor Services department (gift shop, snack shop, front desk, trams, and security) including but not limited to, acting as lead in the Visitor Center during scheduled days and periodic special events, coordinating schedules and training for frontline employees, inventory management (input/billing/reordering), maintaining a high level of proficiency in Altru the Gardens' ticketing a database software, membership sales & processing, coordinating school and group tours from initial contact through to visit date, and tracking, compiling, and reporting visitor numbers to appropriate parties.

2. Essential Functions

Leadership and Staff Development

- Hire, manage, train, and schedule the Visitor Services team (gift shop, snack shop, front desk, trams, and security personnel) to ensure optimal coverage and heightened customer service and visitor satisfaction. Cross-train when applicable to allow for more flexibility in scheduling and a higher-level of organizational knowledge/awareness across disciplines.
- Communicate the importance of organizational objectives and values to new hires.
- Utilize staffing resources efficiently by delegating projects and tasks to frontline staff when applicable.
- Ensure accurate and timely communication to staff members in the visitor services department and, when applicable, to staff members garden-wide and visitors.
- Monitor staff performance and conduct appraisals, prepare staff reports and manage welfare, discipline and grievance matters.
- Ensure proper staffing of gift shop, snack shop & admissions noting high-volume times and the need for delegation of additional projects/tasks to underutilized staff who can aid garden operations and alleviate strain on other staff members with excess time.
- Ensure appropriate staff is proficient in all operating and cash drawer compliance procedures for gift shop, snack shop, and admissions. Ensure all visitor services staff have comprehensive knowledge of procedures, policies and an understanding of current Garden initiatives.

Safety & Security

- Ensure all Security, Health and Safety incidents are dealt with promptly, and that incident reporting procedures are implemented and monitored.
- Hire, train and supervise security guards.
- Report safety and compliance issues to the COO in a timely fashion.
- Coordinate with all departments and the Powell Gardens calendar to ensure security is scheduled appropriately for events.
- Maintain and communicate the security guard schedule.

Customer Care

- Observe visitors interacting in Garden spaces and advise on amenities and communications that can serve visitors and heighten the guest experience (wayfinding signage, seating, shade, etc.). Provide support for the creation of temporary wayfinding materials for special events.
- Resolve issues and conflict when verbal complaints and special requests from visitors are escalated past frontline staff. Demonstrate ability to react positively to visitor feedback and to manage conflict effectively.
- Manage inquiries, scheduling and billing of school and groups tours and communicate arrival times and check-in procedures with frontline staff. Plan for additional help at check-in during the busy season.
- Manage voicemail system, ensure timely response to voicemails and courteous handling of all incoming calls by visitor services staff.

Membership

- Work with the Director of Development and development coordinator to develop training for frontline staff on upselling, entering, and processing memberships.

Inventory Management

- Maintain and update training procedures for admissions & point of sales software systems (Altru, Shopkeep, and Lightspeed)
- Monitor daily sales and product turnover in gift shop and snack shop, place orders for alcohol, food, and drink for gift shop and special events. Work with key visitor service representatives to keep alcohol inventory updated and accurate.
- Enter, receive & voucher invoices for all incoming merchandise timely & accurately.
- Work with the Director, Visitor Experience & Marketing to identify new visitor experience enhancing offerings, products and procedures for the gift shop, snack shop and mobile snack options.

Accessibility

1. Work to address visitor accessibility issues including transportation throughout the Garden, access to areas, communication to visitors, etc...
2. Coordinate with all departments and the Powell Gardens calendar to ensure tram drivers are scheduled appropriately for events and communicate the schedule garden-wide

3. Sphere of Responsibility

- Garden leadership position
- Visitor Services Position
- Safety & Compliance
- Visitor Experience

4. Internal and External Contacts

Internal: All Powell Gardens employees, volunteers

External: Vendors, Visitors, Members

5. Consequence of Error

The Manager, Visitor Services is the key leadership responsible for the visitor experience. The Manager must address issues as they arise with visitors and staff to ensure a great experience at the Gardens. Ensure all visitor services staff members are comprehensively trained to deal with guests in the highest level possible and used to the best of their abilities in alleviating the burden of some tasks on other staff members. Create, evolve, and adjust processes and procedures to increase efficiencies and effectiveness. Monitor

inventory and promote membership sales. Failure to meet these criteria can result in loss of revenue and a poor guest experience.

6. Experience/Education

Education	Associates or Bachelor's degree required
Experience	5 years of customer service management
Knowledge	<p>Fiscal and management skills. Positive people skills in dealing with subordinates and the general public. Microsoft Word, Excel, point of sale software, Altru software (donor/member/visitor) Mathematical ability Must be able to type 50 wpm, have strong 10 key skills & have basic filing skills. Must have a valid driver's license Strong organizational and record-keeping skills.</p>
Communications	<p>Must have the ability to communicate in a positive manner with personnel, guests & outside vendors/organizations in person, via email or over the phone Diplomatic and professional Transparent and factual</p>
Core Competencies	<p>Action- Oriented and Nimble Learning Readily takes action on challenges, without unnecessary planning; identifies and seizes new opportunities; displays a can-do attitude in good and bad times; steps up to handle tough issues; learns quickly when facing new situations; experiments to find new solutions; takes on the challenge of unfamiliar tasks; extracts lessons learned from failures and mistakes</p> <p>Collaborates Models collaboration across the organization; facilitates an open dialogue with a wide variety of contributors and stakeholders; represents own interests while being fair to others and their interests; credits others for their contributions and accomplishments; promotes high visibility of shared contributions to goals</p> <p>Cultivates Innovation Moves beyond traditional ways of doing things; pushes past the status quo; continually assesses the market potential of an innovative idea or solution; finds and champions the best creative ideas and actively moves them into implementation; tries multiple varied approaches to innovative ideas; builds excitement in others to explore creative options</p> <p>Managing Change & Improvement Measures effectiveness in initiating changes, adapting to necessary changes from old methods when they are no longer practical, identifying new methods and generating improvement in the organizations performance.</p> <p>Interpersonal Savvy Relates comfortably with people across levels, functions, culture, and geography; acts with diplomacy and tact; builds rapport in an open, friendly, and accepting way; builds constructive relationships with people both similar and different to self; picks up on interpersonal and group dynamics</p> <p>Plans and aligns Contributes to key results through execution of job duties; makes sound and timely decisions related to job duties; consulting others as appropriate; suggests ways to do the job better</p>

7. Work Environment/Physical Requirements

Hours may vary depending on events/activities at the Garden; schedule is flexible as a result; employee must be willing to work longer hours as projects and deadlines require. Must be available to work as required at events or programs. Must be able to work in all weather conditions. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; move throughout a multi-facility work location

Disclaimer Statement:

Every effort has been made to make your job description as complete as possible. However, this position description in no way state or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.

Accepted By: _____ Date: _____