



## Visitor Experience Director

Children's Museum of Southern Minnesota is seeking a full-time, dynamic, hands-on leader for its Visitor Experience team. Reporting to the Executive Director, the Visitor Experience Director's primary responsibilities are ensuring positive visitor experiences, providing oversight of the day-to-day "floor" operations of the Museum, and management of front line operations staff.

In addition to management, the Visitor Experience Director is expected to help grow admissions and memberships for the Museum. This role requires versatility and the ability to assess the daily and ongoing needs of the operations of the Museum. Weekend hours are required, as well as availability for limited evening hours.

### **Responsibilities:**

- Developing and directing the implementation of goals, objectives, policies, procedures, and work standards in all public areas of the Museum to optimize the visitor experience.
- Developing and executing growth strategies for increasing visitor admissions and family memberships.
- Engaging with visitors and handling customer service opportunities in a diplomatic and calm manner.
- Working closely with other Museum departments to ensure that the programs, services, and experiences are delivered according to the highest standards.
- Ensuring that visitor satisfaction results in membership retention and daily admissions growth.
- Overseeing Museum café operations.
- Providing management, coaching, role-modeling, and mentoring to direct reports and fostering the development of the staff and volunteer teams.
- Creating an environment conducive to individual development, productivity, and achievement, while ensuring open lines of communication.
- Working with leadership staff to plan, facilitate, and support Playworker training and skill-building sessions where appropriate.
- Representing the Museum with the highest level of professionalism.
- Communicating and interacting effectively and respectfully with visitors, co-workers, supervisors, and individuals from other organizations.

### **Qualifications:**

- Post-secondary degree or diploma in tourism, hospitality, business, retail, or related fields.
- 3 to 5 years of related experience.
- Excellent customer service and communication skills.
- Strong leadership skills and the ability to mentor and lead staff.
- Strong problem-solving, diplomatic, and communications skills.
- Understanding of retail business systems and processes as they apply to a public facility.
- Ability to market and grow sales.
- Experience with training and evaluating staff.
- Attention to detail, understanding of business systems and applicability in a dynamic setting.
- Excellent computer skills.

### **To Apply:**

Submit cover letter and resume to Deb Newman, via mail or email.

Children's Museum of Southern Minnesota  
Attn: Deb Newman  
224 Lamm Street  
Mankato, MN 56001

[deb.newman@cmsouthernmn.org](mailto:deb.newman@cmsouthernmn.org)