

Glazer Children's Museum

JOB DESCRIPTION

Guest Engagement Manager

Position Summary:

The Guest Engagement Manager is the logistical coordinator of all guest experience elements, including reservations, procedures, and day-of coordination of special programs. The Guest Engagement Manager coordinates all logistical aspects of field trips, group visits, or birthday party events with a friendly and fun guest-centric approach. The Guest Engagement Manager also facilitates logistics of the museum membership program as well as retail inventory. Position works in close collaboration with other roles in both the Guest Experience and Education teams.

This is a full-time, non-exempt, in person role reporting to the Chief Operating Officer or their designee. Schedule flexibility and weekend availability are required. English/Spanish conversational fluency is required.

Essential Functions:

Program Sales, Reservations & Logistics

- Primary point of contact for the Museum birthday party and field trip / group inquiry and reservation process. Responsible for timely and accurate information on programs and facilitation of confirmations and pre-visit communications.
- Check emails, answer phone calls, and check reservation line messages multiple times a day.
- Responsible for assisting with camp imagination logistical coordination, welcoming, end-of-day checkout. Assisting parents with questions regarding camps & reservations.
- Responsible for customer service communication with guests regarding all facets of the museum. Responsible for knowing about events, programs, etc.
- Ensure friendly communication with guests regarding field trips and birthdays (workshops, programs, or special events as needed) and properly booked in the point of sale system / shared calendars.
- Communicate within the team on all upcoming group/party/field trip bookings to ensure efficient coordination and high level of service.
- Ensure groups are welcomed and guest needs during programs / services are met with friendly and positive attitudes. Collaborate with the Education department on scripts for field trip intake and train part-time Guest Services team members on expectations of field trip and birthday in-take.
- Consistently seek out ways to improve the delivery/facilitation of field trips and birthday experiences. Prototype new experiences and delivery means to constantly strive for improvement.
- Ensure that field trip or birthday program supplies or preparation takes place in advance of guest arrival. Maintain inventory and orders in advance as needed. Ensure spaces where guest experience programs are being delivered are clean and cared for.

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- Communicate Museum events to in-house food service vendor. Maintains communication with the food service vendor regarding any new initiatives, changes to supply, or schedule. Communicates back with Museum teams as appropriate.
- Coordinate bus parking with the City and alternate parking options as needed
- Coordinate security for large events
- Responsible for checking and communicating park/city events to the team via Events/ Meetings Calendar
- Programs all admission types, ticket types, and discounts in Altru well in advance. Maintains a deep level of knowledge of point-of-sale system in order to effectively troubleshoot and program events / ticket types.
- Create, monitor, and deliver accurate reports on various Museum metrics, including but not limited to, attendance, membership sales, reservations. Uses data to increase efficiencies and identify opportunities or trends.

Cycle of Service / Experience

- Assist in Museum experience research and evaluation; including cycle of service opportunities, exhibit engagement, dwell times. Actively solicits feedback through various channels and collaborates with internal departments to suggest experience improvements. Follows-up on guest interactions related to birthday and field trip delivery.
- Participate in Museum diversity, equity, accessibility and inclusion initiatives / studies.
- Assist team by serving in the role of Guest Services team members in the event of call-outs or staffing shortages. Maintain regular practice in admission / membership sales at the front desk.
- Assist in large-scale Museum-wide events or public programs in various capacities. Assist with guest experience related needs or activities across departments as needed.
- Maintain retail supplies (general shirts, magnets, toys, etc.) and work with Accounting and COO for retail sales in coordination with a new traveling exhibit / special program.
- Manage lost and found
- Facilitate tours as needed (adults without children, guests who may want to plan a birthday, teachers who may want to book a field trip). Serves as an ambassador for the museum. May be asked to tour board members, donors, etc.
- In coordination with the Manager of Guest Services Team & Delivery, facilitate a Museum secret shopper program to improve the cycle of service. Collaborates with COO on suggested improvements to the guest experience as it relates to field trip and birthday facilitation / delivery.
- Manage all facets of the Museums reciprocal programs (Tiquets, local, ACM, ASTC, Museums for All, Blue Star Families, etc.) and partner initiatives (Diaper Bank, food / school supply drives)
- Responsible for monthly restock or all Museum first aid kits.

Museum Membership Program

- Administer Museum Membership program and ensure members are receiving accurate, up-to-date welcome packets in a timely manner. Order supplies as needed.
- Engage in regular member calls, soliciting feedback on experience and/or renewals.
- Ensure correct, unduplicated membership entries and follow up with guests when membership cards are returned.
- Create, monitor, and deliver accurate reports on Museum membership metrics; use data to increase efficiencies and identify opportunities or trends.
- Other duties as required and assigned.

Qualifications:

- 2+ years of experience in similar organization or cultural attraction.
- Bilingual (English / Spanish conversational) required.
- Advocate for equity, inclusion, accessibility, and diversity.
- Ability to articulate (spoken and written), using proper grammar and punctuation in all guest communications.
- Demonstrated desire to consistently strive to improve the experience of a guest
- Demonstrated ability to deliver excellent service to guests over the phone, in electronic communications, or in person.
- Desire to work collaboratively within teams to meet guest experience needs
- Requires a high level of emotional intelligence, and ability to empathize and relate to others feelings or emotions to de-escalate.
- Motivated to work independently and proactively while collaborating with other internal departments consistently.
- Requires a high level of communication, follow-up, problem solving, and organizational skills to be employed daily.
- Creative and critical thinking skills are necessary to successfully perform.

Mental Skills and Abilities:

- *Math* – Ability to calculate variables, formulas, ratio and proportion; to use practical application of fractions, percentages, and statistics
- *Reading* - Ability to read and understand technical journals, manuals, reference books, and cash reports
- *Writing* - Ability to write business letters, expositions, summaries, emails and reports using proper format and conforming to rules of punctuation, grammar, diction and style
- *Speaking* - Ability to be conversant in the principles and methods of effective and persuasive speaking and discussion;
- *Reasoning Ability* - Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret a variety of instructions; to plan work and develop procedures; to learn and/or evaluate information in order to make judgments and decisions.

Work Situations:

- *Analysis* – The ability to use tools & resources to gather data and make informed decisions on their realm of responsibility and develop concise plans for implementation
- *Communication* - The ability to relate to people in situations involving more than giving and receiving instructions
- *Conflict Resolution* – ability to listen actively, relate to guests, and use empathy to resolve difficult situation. Ability to remain calm under high pressure situations
- *Direction, Control and Planning* - Adaptable to accepting responsibility for the direction, control, or planning of an activity. The employee may be in a position to negotiate, organize, direct, formulate practices, or make final decisions
- *Feelings or Ideas* - Adaptable to situations involving the interpretation of feelings or ideas in terms of personal viewpoint. The employee may be called upon to use creativity, self-expression, or imagination
- *Influencing* - Adaptable to influencing people in their opinions, attitudes, or judgments. The employee may be in a position to motivate, convince, or negotiate
- *Measurable or Verifiable Criteria* - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data
- *Performing Under Stress* - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise, thorough, exacting, or meticulous in regard to material worked; or in activities such as numerical determinations, record preparation, or inspecting
- *Repetitive, Continuous* - Adaptable to performing repetitive work, or to continuously performing the same work, according to set procedures, sequence, or pace. The employee may perform work that is inherently of a repetitive nature
- *Sensory or Judgmental Criteria* - Adaptable to making generalizations, judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses, or rely on knowledge gained by experience to make evaluations
- *Set Limits, Tolerances, or Standards* - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job
- *Variety and Change* – Adaptable to performing a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure. Several duties in a job that require significant differences in technologies, techniques, procedures, working conditions, physical demands, and/or situations constitute this factor

Physical Demands:

- *Light Work* - Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects
- *Balancing* - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces
- *Carrying* - Supporting the weight of an object with hands and arms and moving from one place to another

- *Climbing* - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms
- *Crouching* - Bending the body downward and forward by bending legs and spine.
- *Fine Motor Skills* - Picking, pinching, or otherwise working with fingers
- *Eye-Hand-Foot Coordination* - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- *Handling* - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands
- *Hearing* - Perceiving the nature, intent or meaning of sounds
- *Kneeling* - Bending legs at the knee to come to a rest on knee or knees
- *Lifting* - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position
- *Pulling* - Exerting a force so as to move an object toward the individual.
- *Pushing* - Using upper extremities to press against something with steady force in order to move forward, downward, or outward
- *Reaching* - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects
- *Sitting* - To rest the body upright supported by the buttocks and thighs.
- *Standing* - To be upright supported by the buttocks and thighs
- *Talking* - Expressing or exchanging ideas by means of the spoken word.
- *Walking* - Moving about on foot to accomplish tasks
- *Seeing* - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
 - (a) Clarity of vision at 20 inches or less
 - (b) Clarity of vision at 20 feet or more
 - (c) The ability to judge distance and space relationships
 - (d) The ability to identify and distinguish colors

I certify that I have reviewed and understand all of the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.

Signature

Date

October 13, 2021