

MoMA PS1 JOB DESCRIPTION

Title:	Manager of Visitor Engagement
Status:	Full Time, Exempt
Reports to:	Chief Operating Officer
Date:	March 2017

MoMA PS1 is one of the oldest and largest nonprofit contemporary art institutions in the United States. An exhibition space rather than a collecting institution, MoMA PS1 devotes its energy and resources to displaying the most experimental art in the world. A catalyst and an advocate for new ideas, discourses, and trends in contemporary art, MoMA PS1 actively pursues emerging artists, new genres, and adventurous new work by recognized artists in an effort to support innovation in contemporary art. MoMA PS1 achieves this mission by presenting its diverse program to a broad audience in a unique and welcoming environment in which visitors can discover and explore the work of contemporary artists. Exhibitions at MoMA PS1 include artists' retrospectives, site-specific installations, historical surveys, arts from across the United States and the world, and a full schedule of music and performance programming.

Summary

Reporting to Chief Operating Officer, the Manager of Visitor Engagement is responsible for overseeing Visitor Engagement operations, administration, staff, and projects for the museum. The Manager works both independently and collaboratively to ensure a positive visitor experience, excellent customer service, and highly effective logistics for public participation in exhibitions, programs, and events across a multipurpose campus. Primary areas of responsibility include visitor experience planning and execution, staff development and management, budgeting and financial oversight, and project management. In addition, the Manager works closely with colleagues throughout the institution to help identify and measure key performance indicators to drive revenue growth and visitor satisfaction.

Supervision

The Manager of Visitor Engagement reports to the Chief Operating Officer and is a member of the administrative team. The Manager collaborates closely with communications and regularly works with all levels of staff across departments and program areas, in addition to serving as the primary liaison with the visitor services team at The Museum of Modern Art (MoMA).

The Manager directly oversees a full-time staff of two Assistant Managers and four Senior Visitor Engagement Associates, and indirectly oversees ten full-time Visitor Engagement Associates and a variable number of part-time Gallery Associates, as well as interns, contractors, and vendors.

Responsibilities

Visitor & Community Engagement

- Ensure a high quality of service and a high level of visitor satisfaction through oversight of all aspects of the full cycle of the visitor experience at the museum, including customer service, museum and event admissions, public amenities, visitor safety, and museum information.
- Lead Visitor Engagement staff by example and in a hands-on manner to ensure excellent service and a positive museum experience that encourages repeat visitation and community participation.

- Collaborate with the museum’s communications team to ensure that information about museum history, exhibitions, and programs are effectively shared with the public by Visitor Engagement staff.
- Ensure that special visitor needs, issues, or incidents are addressed appropriately and in a timely manner, and handle difficult and sensitive visitor issues that are escalated beyond the supervisory level.
- Oversee school and other group visits and guided tours, and coordinate with relevant departments on community outreach and participation.
- Work closely with the communications department on developing and expanding audiences, promoting repeat visitation, and ensuring that public visitor information, including on the website, is clear, accurate, and regularly updated in a timely manner.
- Collaborate with the curatorial department on developing and executing visitor programs both onsite and in community events as appropriate and assigned.
- Introduce and represent MoMA PS1 at local community/neighborhood related events/meetings.
- Collaborate with other MoMA PS1 department heads for visits to elected officials and community leaders.
- Collaborate with Communications department to ensure program information is distributed to the widest possible audience.
- Perform other Visitor/Community Engagement responsibilities as needed and assigned.

Department Operations

- Oversee daily Visitor Engagement operations, and proactively assess and recommend enhancements and improvements that are aligned with the museum’s mission and budget.
- Work closely with events and operations staff on managing events, including planning and implementing logistics, coordinating bar staffing and beverage sales, and providing management-level oversight at events.
- In conjunction with registration, security, and other staff, help to ensure the safety and security of art works through staff monitoring and reporting protocols, and development and communication of visitor policies.
- Collaborate and communicate in a highly productive and effective way with events, operations, security, registration, and other staff on all visitor-related issues, including leading and participating in regular interdepartmental planning meetings.
- Manage and implement front- and back-end set up and administration of ticketing point of sale and online ticketing systems, including monitoring and improving efficiency, troubleshooting and resolving technical and workflow issues, creating programs and ticketing links, managing user access, and researching new systems as needed.
- Oversee financial reconciliation and reporting on revenue from daily admissions and events
- In conjunction with operations department, ensure safety and accessibility of public areas, and manage compliance with Americans with Disabilities Act (ADA) requirements.
- Collaborate with multiple departments at MoMA on admissions data, ticketing platforms, visitor information, and cross-museum initiatives.

- Ensure professional appearance and maintenance of front- and back-of-house Visitor Engagement areas, including public desks, office, break room, and temporary work spaces.
- Perform other operational responsibilities as needed and assigned.

Management and Training

- Proactively lead and manage the Visitor Engagement team, including overseeing personnel issues, staff operations, and training and development as further outlined below.
- Oversee responsibilities, tasks, and workflow of Visitor Engagement staff to ensure smooth and efficient department operations.
- Oversee, provide guidance, and participate as necessary in the recruiting, hiring, training, supervision, and performance management of Visitor Engagement staff.
- Oversee, help develop, liaise with other departments, and participate as necessary in effective staff training programs, including about exhibition and program content, art work safety, museum history, museum activities and programs, and visitor amenities.
- Perform other department management and training responsibilities as needed and assigned.

Administration and Budget

- Oversee and manage department administration and budgeting, including building short- and long-term goals, developing and improving policies and procedures, and managing projects.
- Develop and manage annual departmental budget and staffing plans, including research and planning, reviewing and analyzing budget to actuals, and reforecasting.
- Develop and manage annual attendance and earned revenue projections and related statistics, including ensuring quality control on data collection, compiling and consolidating data, monitoring and analyzing performance, reforecasting, and preparing regular and customized reports for presentations and internal use.
- Build, improve, and manage policies and procedures that improve staff performance, maximize resources, and streamline operations.
- In coordination with the curatorial department, provide production and front-of-house project and budget management, as well as event oversight, for the Warm Up summer concert series.
- Manage Visitor Engagement projects, such as implementing a new ticketing point of sale system, including establishing project goals, developing and adhering to timelines, coordinating with other departments and/or MoMA as appropriate, researching and analyzing data, ensuring successful project completion, and overseeing ongoing implementation of project results.
- Represent the Visitor Engagement department and museum through active participation and engagement in meetings, trainings, and conferences, as well as in community groups and programs, as appropriate and directed.
- Provide ongoing coaching and feedback to Visitor Engagement Managers and other VE staff.
- Ensure admissions process includes collection of demographic information and provide input to DCLA annual Cultural Data Project.
- Perform other administrative and budget management responsibilities as needed and assigned.

Qualifications

To perform this job successfully, an individual must be able to perform each essential function to a high professional standard. The requirements listed below are representative of the knowledge, skill, and/or ability required.

1. Bachelor's degree, with course work in business or arts administration helpful.
2. Minimum of 5 years' experience in visitor services, hospitality, customer service, and/or sales, or an acceptable equivalent combination of education, training, and experience.
3. Experience with personnel and budget management, staff development and training, team building, and ability to work productively and collaboratively with all levels of management and staff.
4. Strong engagement with and knowledge of visitor service principles, practices, and procedures; arts/leisure audiences; and contemporary artistic practices and/or museums.
5. Professional, polished, and positive attitude and demeanor, with exceptional communication skills, in both public-facing and internal meetings, presentations, and discussions, including demonstrated skill in presenting information and facilitating positive dialogue with public.
6. Demonstrated strength in managing time, completing tasks, and being proactive, accountable, and adaptable in dynamic and creative setting and multifaceted role with competing demands on attention and frequently changing and conflicting priorities and deadlines.
7. Demonstrated ability to take initiative and work independently, while understanding and accepting nuanced direction.
8. Excellent organizational abilities, analytical skills, and attention to detail.
9. Excellent judgment, professionalism, and discretion in handling confidential and sensitive situations and matters.
10. Skill in managing vendors, suppliers, and contractors, including competitive bidding, negotiating pricing and contract terms, and ensuring high quality of goods and services.
11. Excellent computer skills, including in depth knowledge of ticketing point of sale software and equipment.
12. Ability and willingness to work a flexible schedule, including weekends, evenings, and holidays as needed.

MoMA PS1 prioritizes employee safety and promotes safe work practices, which are the responsibility of all employees. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; walk; talk; or hear. The employee is occasionally required to sit. Specific vision abilities required by this job include distance vision, color vision, and depth perception.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, safety is always a priority. The employee is occasionally exposed to wet and/or humid conditions, and outside weather conditions. The noise level in the work environment is usually moderate to occasionally loud.