
Auburn University Job Description

Job Title: **Mgr, Visitor Svcs & Mus Store**

Job Family: No Family

Job Code: **AB23**

Grade LM08 \$40,100 - \$64,200

FLSA status: Exempt

Job Summary

Reporting to the Director of Communications and External Relations of the Jule Collins Smith Museum of Fine Art, the Visitor Services and Museum Store Manager manages "front of house" visitor amenities including general guest services, the Museum Store and the Museum Café. Implements and executes high optics visitor services for guests to the site toward the museum's vision of a highly creative, outward facing, visitor-centered institution in service to the university, the region and the nation that welcomes everyone to explore, experience, and engage with the visual arts.

Serves as a key member of the Communications and External Relations team who collaborates with colleagues across the museum, as well as the contract café operator, all aligned with the museum mission to reach and exceed institutional goals.

Essential Functions

1. Manages guest services, supervising all daily front-of-house operations, including front desk entrance, exit, and public engagement, museum store, and the contract museum café operator to ensure the highest quality visitor experience. Oversees any visitation fulfillment processes such as visitation, ticketing, and donor engagement platforms (CRM), payment processing, customer service, reporting, and cash management.
 2. Collaborates closely with the Development, Education, Engagement and Learning and Curatorial staffs on tours, events and engagement programming; and the Operations unit regarding equipment maintenance, safety and security, parking, housekeeping, and other related matters.
 3. Supports and assists museum-wide evaluation programs, including visitor experience, exhibitions, and engagement programs. Collects visitor data, including but not limited to, how the visitor learned about the museum, frequency of visitation, and visitor demographics. Continually reviews processes and promotes efficiency and coordination, and implements short- and long-range plans under the direction of the Director of Communications and External Relations.
 4. Directs and manages the Museum Store to include developing and maintaining operational policies and procedures related to sales transactions, accounts, customer service and other related areas, managing point-of-sale software and hardware functionality and maintenance, and other related matters. Oversees all aspects of inventory control, including receiving, returns, annual physical inventory, maintenance of adequate stock, and development and maintenance of inventory records; purchases and categorizes with Unrelated Business Income Taxation (UBIT) rules in mind.
 5. Researches, develops, and/or selects new merchandise for the Museum Store, including consignment pieces to complement exhibitions and the collection, all aligned with the museum brand and mission. Collaboratively initiates, plans, and implements sales promotions and opportunities related to various museum exhibitions, collections, and engagement offerings. Coordinates the creation, maintenance, and rotation of product displays to present a visually interesting experience and inspire consumers to spend.
 6. Prepares and manages the Museum Store budget, tracking revenue and expenses, and working toward sales goals. Manages the daily operations of sales floor staff, assigning, delegating, supervising, coaching, and evaluating employees. Monitors and controls schedules.
 7. Manages the contract café operator, ensuring excellent customer service, alignment with the
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Auburn University Job Description

museum mission and brand, and adherence to contractual details. Ensures the Museum Café, as a visitor amenity, presents fresh, vibrant, and artful dining and beverage experiences; serves food steeped in local traditions; draws inspiration from exhibitions presented or art displayed; taps into the mixology, craft beer and wine movements in creative ways to connect with broad audiences; and positions the museum as a dining destination, irrespective of gallery hours. Collaborates with the Operations unit regarding maintenance of café equipment, custodial services, and other related matters.

8. Actively participates in professional meetings and other applicable conferences, establishing a presence in organizations by sitting on related committees and boards and presenting at conferences.
9. Performs other related duties as assigned.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.



Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	No specific discipline. Degree in Business, Retail Management, Education, or related fields desired.
Experience (yrs.)	5	Experience in patron services and/or cultural arts retail merchandising that resulted in increased awareness of business and/or visitor services opportunities and/or improved services especially within a museum or cultural arts entity.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of experience in retail sales, concepts, procedures, and/or store management. Must have visual merchandising skills. Knowledge of experience in patron and guest services.

Demonstrated success in working both independently and collaboratively on multiple projects within a deadline-driven environment. Demonstrated experience to calmly, flexibly, and successfully plan, organize, and implement work to meet deadlines, unexpected business needs, and/or multiple changing priorities. Demonstrated ability to keep up with high work volume often under pressure, prioritizing and managing multiple projects simultaneously. Demonstrable successful experience in staff and budget management.

Use/implementation of field trends and best practices related to cultural merchandising and/or patron services, with a demonstrated commitment to excellence and innovation.

Active membership in the patron services and/or museum retail communities, including attending and presenting at conferences and on-line.

Certification or Licensure Requirements

Valid Driver's License; AED certifications required or must be obtained within the first 180 days of employment. CPR certification desired.

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, reaching, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires walking, sitting, climbing or balancing, stooping/kneeling/crouching/crawling,

Auburn University Job Description

and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 11/10/2022

