



# Director of Visitor Experience Job Description

**Category:** Full Time

**FLSA Status:** Exempt

**Pay Type:** Salary

**Pay Range:** \$50,000 - \$55,000 annually commensurate with experience, plus Benefits

**Schedule:** Variable schedule with some weekends required in season (June-October)

**Direct Supervisor:** Executive Director

## **Description:**

The Director of Visitor Experience is a critical member of the Castle in the Clouds senior management team. He or she provides strategic guidance and leadership while working alongside members of the team who are responsible for the overall delivery of the Castle's mission and visitor experience. The DVE is responsible for overseeing the consistent delivery of the Castle brand and educational messages across all channels. They also supervise the organization's interpretive and programmatic planning efforts. From time to time, in the absence of the Executive Director, the Director of Visitor Experience is the primary team member in charge and is a point of contact for emergency situations. He or she is the primary contact and provides day to day oversight for the visitor experience across the property. He or she oversees the operation of key departments, including visitor services, gift shop, trolley drivers, historic house tours, and educational programs, as well as the overall marketing of the organization. As a member of the senior management team, the Director of Visitor Experience also serves as the staff liaison to board level committees related to the visitor experience of the estate.

## **Qualifications:**

Ideal candidate will bring energy, vision, resourcefulness and experience to this position. The ability to multi-task and make decisions in a fast paced environment is key, along with a willingness to work side by side with the team to ensure successful completion of all tasks. Excellent communication, decision making, and leadership skills are required. Experience managing multiple projects in a visitor focused environment is required, with experience in a historic preservation or educational setting preferred. A working knowledge of nonprofit management principles and practices is expected. Experience managing paid and volunteer staff in a customer service or educational setting is required, as is experience developing and managing to a budget. A Bachelor's Degree or equivalent work experience and a minimum of 5 years progressive work responsibility is required.

**Essential Duties and Responsibilities** include but are not limited to:

- Direct supervision of Full Time, Part Time, Seasonal, and Volunteer team members in Visitors Services, Programs, Curatorial, and Marketing departments; including hiring, training, scheduling, evaluation, coaching, and discipline.
- In conjunction with the Executive Director develop annual operating budgets, and then manage the departments to meet or exceed approved budget performance
- Encourage and support organizational efforts to maximize the use of volunteers to enhance the visitor experience.
- Lead organizational efforts to develop and implement a comprehensive Interpretive Plan that integrates interpretive goals across the visitor experience - working alongside key stakeholders including members of the staff, the Executive Director, members of the board, and interested community organizations and individuals.
- Coordinate the annual operation of the Castle gift shop, including inventory management, product selection, and pricing.
- Manage implementation of POS systems to ensure a quality visitor experience for purchases on-site and on-line. Lead organizational efforts to update and adjust the point of sale system as needed.

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- Oversee the development of exhibitions and exhibits in the Carriage House exhibit gallery to enhance the visitor experience and further educational and interpretive goals of the organization.
- Encourage and manage the development of new interpretive and programmatic offerings that lead to enhanced revenue generation.
- Support ongoing fundraising efforts by providing information and participating in donor tours and meetings as appropriate.
- In coordination with the Director of Buildings & Grounds, develop and implement emergency response plans and participate in staff trainings.
- Serve as a primary staff liaison to board committees related to the visitor experience – from time to time Facilities, Marketing, and Education.
- Ensure consistent delivery of Castle Concierge level visitor service to all constituents, including responding to visitor concerns in an appropriate and timely fashion.
- Participate as an active member of the senior management team to facilitate interdepartmental communication
- Other duties as assigned by the Executive Director

**To Apply:**

Interested applicants should submit a resume and cover letter via email or standard mail to:

[director@castleinthecLOUDS.org](mailto:director@castleinthecLOUDS.org)

or

Attn: Director of Visitor Experience  
PO Box 687  
Moultonborough, NH 03254