



Visitor Evaluation Internship Job Description

Direct Supervisor: Visitor Services Director

Category: Part time

Position Type: \$500 stipend

Schedule: TBD on an individual basis

Position Description:

Reporting to the Director of Visitor Experience, the Visitor Evaluation Intern will be responsible for data collection via visitor surveys/intercept interviews, and compilation of study results in a comprehensive report. Data collection will focus on visitation characteristics and inspiration, visitor knowledge, perceptions, attitudes, and behavior, and demographics. The intern will ensure that all visitor interactions are delivered in a friendly and professional manner and that responses are recorded appropriately. Depending on the progress made in data collection, this internship may also include a visitor observation component.

Qualifications:

The ideal candidate will bring energy, enthusiasm and professionalism to this position. The ability to follow a planned approach to data collection such as by visitor arrival patterns, property location, and demographic are a must. Intern candidate must maintain attention to detail and be flexible in modifying intercept interview plans when needed to meet weekly goals. Strong communication skills are required. Familiarity with visitor research, survey development and execution, and/or data collection is required, along with proficiency in computer software related to the position such as Microsoft Word and Excel.

Essential Duties and Responsibilities include but are not limited to:

- Creating a visitor survey/ intercept interview to collect data, in coordination with the Director of Visitor Experience
- Developing visitor survey/intercept interview process outlining an approach methodology that eliminates personal bias, in coordination with the Director of Visitor Experience
- Creating a standard introduction to use when intercepting visitors, including a) who you are, b) what you are doing, c) your purpose, d) how long the interview will take and e) asking permission to administer the interview
- Conducting data collection both indoors and outdoors via visitor surveys/intercept interviews
- Creating a means for data compilation and compiling data either on a regular basis or at the end of the study
- Creating a comprehensive report at the end of the study, including information on research duration, methods, findings, analysis, and recommendations
- Positively representing Castle in the Clouds as a brand ambassador

Outcomes:

- Gain valuable real-world experience in the areas of data collection and analysis in the museum field
- Be coached and mentored by museum professionals and have networking opportunities
- Create a report that you can add to your portfolio
- Receive a letter of recommendation upon completion of internship, assuming fulfillment of all duties and responsibilities as outlined above

To Apply: Please submit a cover letter and resume to Debbi Finkelstein at visitorservices@castleinthecLOUDS.org.

Last Updated 01 / 19 / 2021