



LAGUNA ART MUSEUM

Date Created: October 2022
Position: Visitor Services & Retail Manager
Reports To: Deputy Director
FLSA Status: Full-time, Exempt

About the Position

The Visitor Services & Retail Manager oversees the Visitor Services Department and is responsible for managing operations for Visitor Services and the online and physical Museum Stores. This roll is responsible for keeping the Visitor Services Associates accountable to the employee handbook and for providing excellent customer service. The Visitor Services & Retail Manager will be responsible for developing a store atmosphere that is inviting and fun. They will set store sales goals, manage the associate schedule, manage the store budget, develop and order merchandise, arrange displays, work with vendors and provide sales training, and maintain store inventory levels. Additionally, they are responsible for implementing selling techniques that drive revenues to support overall museum operations.

All Visitor Services Associates maintain a presence throughout the Museum and are cross-trained in six visitor-facing areas:

- (1) Visitor Orientation, admissions, and ticketing
- (2) In-gallery experience
- (3) Safety and security
- (4) Retail
- (5) Programs
- (6) Membership opportunities

From welcoming visitors, to sharing knowledge about the collections and membership benefits, to finding new ways to inspire and interest our visitors every day, the Visitor Services Department is truly the face of the Laguna Art Museum (LAM).

Responsibilities include but are not limited to:

- Demonstrates retail management knowledge and experience.
- Set a positive example of the level of customer service the Museum expects of all our Visitor Services Associates.
- Train staff thoroughly to make sure museum is maintaining a consistent level of customer service that is expected at museum.
- Managing staff, compliance with the LAM employee handbooks and implementation of store and visitor services operations.

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- Managing the Visitor Services schedule
- Communicates with staff and Deputy Director regularly to ensure strategy and vision is being carried out; uses feedback from staff to alter strategy as needed
- Manage and inform museum leadership of feedback from the public
- Implementing and maintaining policies and procedures
- Communicate relevant notes after meetings to all Visitor Services Associates
- Ensures an enthusiastic and product-knowledgeable sales staff
- Develops enticing store displays and schedules rotation of displays
- Coordinate with Deputy Director to keep Visitor Services Associates informed of upcoming events, promotions and exhibitions
- Works with marketing and design staff to ensure that event information is readily available at each counter and on the lobby televisions
- Manages relevant department budgets (Visitor Services and Museum Store)
- Analyzes daily sales and inventory reports to drive sales and efficiently manage stock
- Maintains Visitor Services supplies (I.E.: admission stickers, bathroom supplies, etc.)
- Maintain store supplies and inventory
- Works with Education staff to plan and receive VIP Ticket Sales and Group Tours
- Provides weekly and monthly performance reports to Deputy Director
- Works marketing staff to develop and carry out sales promotions
- Works with Deputy Director to create unique and interesting products related to museum's mission and collections and exhibitions
- Maintains and broadens museum-vendor relationships
- Work to create a store unique among all retail experiences in Laguna Beach

Qualifications

- A passion for people and museums
- Experience in a visitor-facing role at a comparable organization
- Experience or passion to grow in a managerial role in a retail, hospitality, attractions or cultural organization
- High school diploma required; relevant coursework from an accredited college or university strongly preferred
- Foreign language skills strongly preferred.
- Knowledge of admissions, POS (Altru preferred), and cash handling experience.
- Ability to work with individuals from a wide variety of ethnic, cultural and economic backgrounds
- Ability to identify and positively resolve visitor issues in the moment; strong decision-making skills necessary
- Must be able to work weekends, holidays and special events as necessary
- Must have a flexible schedule as unexpected scheduling needs arise
- General knowledge of information technology and business software applications; must be highly proficient using Microsoft Office Suite
- Familiarity with online sales platforms such as Square
- Effective and persuasive communications skills; able to write and speak clearly and present information to a wide variety of internal and external stakeholders

Language Skills

Must be a good communicator. Must have the ability to read, write, and speak English. Must be able to read and interpret documents.

Mathematical Skills

Ability to add, subtracts, multiply and divide in all units of measure, using whole numbers, common fractions and decimals.

Physical Demands

Must have the ability to lift a minimum of 25 lbs. While performing the duties of this job, the employee is regularly required to stand, walk, and climb; use hands to finger, handle or feel; and talk or hear. Specific vision abilities required by this job include close vision, distance vision, and color vision.

Work Environment

This is a fast paced but safe environment where most work is indoors. Must be flexible with schedule changes, assignments, work locations and requirements. Noise level is moderate.

Compensation

Compensation for this position ranges from \$62,500 to \$64,000, depending on candidate experience

To apply

Please email a cover letter and resume to Sabina Vitale, Executive Assistant to Director at svitale@lagunaartmuseum.org . Please use "Visitor Services and Retail Sales Manager" as the email subject line.