


| | | |
|---|--|---|
|  | DATE PREPARED OR REVISED 1/22/2020 | FLSA CLASSIFICATION Exempt ORGANIZATION LEVEL Director |
| Position Title Senior Director of Guest Relations | Department Marketing & Sales | Reports To VP of Marketing & Sales |
| <p>Position Summary: The Senior Director of Guest Relations works with the Vice President for Marketing & Sales along with the entire team to develop and implement strategies to increase revenue from single and group ticket sales and oversees the essence of the guest experience anywhere Gettysburg Foundation interacts with visitors. This position manages the hiring, training, scheduling and supervision of staff who are responsible for delivering high-quality guest experiences. The Senior Director of Guest Relations interacts and works across all departments and with external partners daily.</p> | | |
| <p>THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:</p> <ul style="list-style-type: none"> • Direct supervision for full-time, part-time, seasonal and volunteer team members in all Guest Relations areas • Develop and execute data-driven sales strategies that maximize single and group ticket sales through effective pricing, inventory management and management practices • Support leadership in understanding of pipeline, forecasts, retention, and other KPIs while bringing best in class sales strategy • Forecast revenue from single and group ticket sales for all products and analyze daily single and group ticket sales to monitor and maintain progress against goals • Supervise the Guest Relations team to create excellent guest experiences that develop new and recurring revenue and support promotional and community partnership opportunities • Work effectively across departments to balance earned revenue goals with programs, visitor development initiatives and staffing • Lead and oversee the development and implementation of strategies that ensure an outstanding experience for all visitors • Demonstrate excellent customer service skills, responding promptly to customer inquiries and requests • Oversee the development and maintenance of documentation and training materials that ensure staff is fully trained in handling customer issues • Supervise staff responsible for ticketing information in the CRM with the implementation, reporting, and generating of event reports using the Tessitura ticketing system • Lead ticketing and sales strategies, such as price zones, inventory, N-scan compatibility, price maps, and scaling, and test all elements • Help inform ongoing analysis of current and historical sales information • Serve as a primary staff liaison to committees related to guest relations and visitor experiences • Work closely with finance on executing proper cash handling and cash control procedures • Provide leadership and support to enable staff to fulfill their operational and strategic goals. This includes hiring, job expectations and goals, monitoring and evaluating performance, developmental opportunities, compensation recommendations, approving budgets and overseeing expenditures • Engage in performance management, working collaboratively to coach, train, and develop staff members to consistently provide exceptional customer service, align expectations and drive for results • Review existing offerings and revenue sources and identify areas for increased revenue generation. • Govern the development and execution of operational plans to implement revenue generation programs in collaboration with other areas • Partner with the National Park Service to ensure front-line team receives training and recognition and appreciation • Serve as the eyes and ears of the museum and coordinate, as appropriate, with security and facilities and the collections and education departments of the National Park Service to prevent or remedy issues which might adversely impact visitor experiences • Empower as well as hold the team accountable to provide an exemplary level of guest service at all touch points of the operation | | |

- Maintain and build a strong sense of community, loyalty and brand love amongst all staff from custodial to fellow managers
- Govern the development and execution of operation plans to implement revenue generation programs in collaboration with other areas
- Effectively communicate with corporate team and direct supervisor
- Oversee operations management including hiring, recruiting, onboarding, re-ordering, stocking and other operational processes
- Participate and assist in special programs, projects and activities as needed.

THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS

THE NON-ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Perform other related duties

EDUCATION/SPECIAL SKILLS/EXPERIENCE:

- Ten years experience including a minimum of five years of progressive management experience; sales and retail supervisory experience preferred
- Demonstrated experience developing and implementing effective initiatives and strategies to ensure consistent service excellence, is a must. This person will possess knowledge of audience evaluation techniques
- Iterate, develop, and implement the onboarding plans for new hires across all functions of our commercial team
- Exceptional people management and coaching skills
- Highly collaborative with the ability to motivate those around you to produce exceptional results
- Comfort with a growing and ever changing fast-paced environment
- Bachelor's degree required
- Must be able to work well independently and to manage, train, and motivate others
- Excellent verbal and written communication and documentation skills required
- Able to successfully handle multiple priorities in sometimes high stress situations
- Proficiency with Microsoft Office including Word, Excel, Outlook, PowerPoint and other Windows applications required
- Position requires the ability to accommodate a flexible schedule, including evenings, weekends, and holidays, as well as being able to perform in a fast-paced, dynamic work environment
- Ability to build relationships with peers, cross-functional counterparts, and upper management
- Empathy and ability to understand customer viewpoint and customer service

PHYSICAL/MENTAL CHARACTERISTICS OF THE POSITION AND ENVIRONMENTAL FACTORS OF THE WORKPLACE:

- Ability to use office equipment.
- Ability to lift, carry up to 20 lbs, climb, sit, stand, etc.
- Ability to use a computer for entering and retrieving data.

This position description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee. The Gettysburg Foundation retains the discretion to add to or change the duties of the position at any time with or without notice.

Employee Acknowledgement Date

Supervisor Acknowledgement Date