

Loudoun Heritage Farm Museum – Sterling, Virginia

Oct. 3, 2022

Closes - Open until filled

Position Title – Visitor Engagement Manager

Salary - \$20/hr

Job Type – Approximately 20 Hours per week

Apply: Please submit cover letter and resume to Anne Marie Chirieleison,

HFM.ExecutiveDirector@gmail.com

About

Founded in 1998, the Loudoun Heritage Farm Museum is dedicated to preserving, promoting, and bringing to life the rich agricultural history of Loudoun County. Located in Claude Moore Park, the museum includes 250+ years of historical artifacts related to agriculture, education, household industry, and rural life. The museum is well known for its hands-on exhibits that invite families to learn together.

Job Description

The Visitor Engagement Manager is a working supervisory position and a critical part of our forward facing staff. This position directs front of house and related operations to include admissions, gift shop and membership sales, and others. The Visitor Engagement Manager supports the museum's mission by providing excellent customer service and answering questions with knowledge, accuracy, and a positive attitude. The position is vital in providing guests with a safe, welcoming, and informative environment. The Visitor Engagement Manager oversees 3-4 part time Visitor Services staff. This position reports to the Executive Director.

Core duties

Operations and Administration

- Hires, trains, and dismisses Visitor Services staff under the direction of and in coordination with the Executive Director
- Schedules self and others to ensure adequate coverage of front desk during open hours
- Collaborates with internal and external stakeholders, including colleagues, volunteers, interns, and collaborators in the community
- Oversees admissions, program, membership, and gift shop sales
- Processes incoming mail, packages, phone calls, and general inquiries
- Updates Visitor Services handbook with current events, policies, and practices
- Identifies and maintain admissions programs including Groupon and Blue Star Museums
- Monitors the site and exhibits for general visitor safety and security
- Compiles monthly sales and admissions reports, plus special event reports as needed
- Maintains gift shop, including purchase orders, inventory, and display
- As needed, contributes to planning teams and committees for larger Museum projects.
- Assists Executive Director with basic tasks as needed. Other duties or projects as assigned

Membership and Events

- Maintains membership database (currently on Excel)
- Generates membership letters on a weekly basis or as needed
- Coordinates museum site rentals to outside parties
- Pursues additional opportunities to grow membership, sponsor, and rental income

Marketing

- Assists with digital and social media marketing posts; i.e. create and share promotional content
- Keeps all Visitors Center monitors, messaging and signage accurate, and up to date
- Tracks visitor zip codes, add emails to the museum's newsletter mailing list
- Submits museum events to online community calendars
- Maintains profiles on online tourism websites

Interpretation/Education

- Readily presents tours of the main gallery to groups of varying age with notice and as needed
- Readily teaches about the organization's history and leadership structure
- Assists with school field trips and programs under the direction of the Education Manager

Skills and Abilities

- Possesses excellent written and verbal communication skills
- Proficiency or ability to quickly learn Square POS and Google Workspace
- Experience with various social media platforms, especially Facebook and Instagram
- Ability to efficiently and accurately use membership database
- Ability to efficiently navigate the museum's website
- Detail oriented and able to multi-task in a fast-paced potentially noisy environment
- Proven ability to remain calm and problem solve in real time
- Ability to work some nights and weekends with advance notice

Physical Demands / Working Conditions

- Must be able to work for extended periods in one location, standing, bending and lifting
- Must be able to lift 20 pounds
- Must be able to move around the museum gallery to provide helpful instructions to guests

Required Qualifications

- Bachelor's degree in History, Anthropology, Communications, Hospitality Management, or a related field, or 4 years of experience working in a related field
- 2 years supervisory experience
- Proficient in Microsoft Office Products
- Prior cashier, money handling experience

Desired Qualifications

- Bilingual with a preference for conversational fluency in Spanish or Hindi
- Gardening or farming knowledge and interest
- Experience in living history interpretation

LHFM is an equal opportunity employer. All qualified applicants are afforded equal opportunities without regard to race, sex, color, national origin, religion, sexual orientation, gender identity, age, veteran status, political affiliation, genetics, or disability. The successful applicant must furnish proof of identity and employment eligibility and is subject to a background check.