



MINNESOTA
MUSEUM of
AMERICAN ART

Position Announcement – Visitor Experience Manager

The M (the Minnesota Museum of American Art) is a St. Paul-based museum with a small, dedicated staff and a big mission: to explore American identities and experiences through art and creativity. A primarily visual arts museum, the M's exhibitions, and programs are co-curated with M staff in collaboration with diverse partners, focusing on lived experiences and creativity of the many artists, cultures, and communities that have been historically, and continue to be, underrepresented by American museums. This model has developed organically and has fostered multi-year solid partnerships that benefit both the museum and its partners, as well as the people they serve.

Goals that have united civic, philanthropic, and artistic leaders and the community in support of the M include:

1. Preserving and engaging the public with the M's unique collection, which includes more than 5,000 artworks showcasing the diverse voices of American artists past and present with a focus on Minnesota artists;
2. Creating a new collaborative programming model suited to our times; and
3. Revitalizing downtown St. Paul by connecting the Rice Park/RiverCentre area to the Lowertown/Mears Park area

For more background on the organization, please see our [website](#).

Job Description: The M seeks an individual to develop, implement, and guide visitor experiences. This role will promote and execute our pay-as-you-can admission policy, sell memberships, manage retail transactions, and facilitate education and rental events. This individual is responsible for the front-end visitor experience and is welcoming, engaging, and orderly. This role is an in-person position. Workdays are Wednesday through Sunday. Although hours are primarily during the day, flexibility to adjust the work schedule as needed with evening events and tours is required. This role will report to the M's Associate Director.

Primary duties include:

- Leading the daily operations of the welcome desk and museum with a focus on excellent customer service.
- Working with Exhibitions, Development, and Learning & Engagement to organize special events and programs.
- Selling admissions and memberships and promoting the benefits of all membership levels.
- Leading museum tours and rentals program; generating and soliciting earned revenue potential for the museum.
- Supporting setup and staffing of onsite events and facility rentals.

- Working with Marketing and Communications to plan and implement special promotions for increasing attendance and working with Development to cultivate major supporters.
- Updating information through all communication systems as necessary (website, wayfinding, floor maps, etc).
- Organizing, coordinating, and managing volunteers.
- Overseeing visitor data collection efforts. Assembling and analyzing admissions data and preparing and delivering reports to project and track revenue from admissions, tours, and rentals.
- Providing information for the preparation of grant proposals, including visitor research and evaluation activities. Assist with grant writing when appropriate.
- Preparing and managing department budget.
- Managing the point-of-sale system and the online ticketing system. This includes adding and updating event and admission prices, troubleshooting tech issues, and suggesting improvements and efficiency.

The successful candidate will have the following skill set and experiences:

- 5+ years of customer service experience and a strong track record of providing excellent customer service, preferably in an arts environment
- Bachelor's degree in communications, museum studies, art history, a related field and/or relevant equivalent experience
- Ability to work a flexible schedule, including evenings, weekends, and holidays, as well as the character to be punctual and reliable
- Excellent interpersonal and management skills, combined with a team player approach, including a demonstrated ability to collaborate with volunteers and colleagues
- Strong organizational skills and the ability to work independently and perform multiple tasks simultaneously without close supervision
- Ability to prepare budgets and reports for management and the board
- Effective oral and written communication skills
- A high level of energy, with a willingness to develop and execute visitor experience initiatives
- Strong working knowledge of Microsoft Word, Excel, Outlook, and database applications
- Multi-lingual applicants with fluency in languages other than English are encouraged to apply

The M's Commitment to a Diverse Workforce

The M aims to employ a diverse staff representative of Minnesota's communities and residents. The M acknowledges race, gender, and accessibility gaps in education and employment opportunities present in the Twin Cities.

Compensation and Benefits

Compensation will be \$50,000 - \$55,000, depending on experience. The M has a generous employee health care plan, 403(b) contributions, leave policies, and a culture of work flexibility.

To Apply

Please send a letter detailing your interest in this position, your resume, and your belief that you are a strong fit for the role. Send to info@mmaa.org, with the subject line "Visitor Experience Manager," by June 15, 2023.

Some exceptional candidates may have different backgrounds or skills than we have described here. If that's you, don't hesitate to apply and tell us about yourself.

Position open until filled. The start date is flexible; ideally, the candidate will begin employment by the end of July.

The Minnesota Museum of American Art is an Affirmative Action, Equal Opportunity Employer.