Guest Relations Manager

We are seeking an experienced individual to provide leadership to the Guest Relations operations of an 84-acre science park in Durham, NC. This position ensures effective management of Guest Relations operation and management team with staff oversight of 3 assistant managers and 25+ primarily part-time staff.

The Guest Relations Manager is responsible for establishing and maintaining a positive work environment, providing leadership to set and maintain standards and training for exemplary service and effective sales strategies, and ensuring a positive guest experience while ensuring operational needs are met. This position shares shift management responsibilities with the management team and regular weekend availability.

A successful candidate has a keen interest in working with the public, demonstrates flexibility for team support, is committed to helping staff achieve professional and organizational goals while working quickly, efficiently and enthusiastically in a high-volume environment. Experience scheduling and managing a large team of part-time staff is mandatory.

Responsibilities:

- Provide leadership and supervision for the management of the Museum’s Guest Relations functions performed by the Guest Relations Management Team, Admission Desk, Concierge, and Park staff (rangers, train operators, parking).
- Maintain an exemplary level of customer service at all touchpoints of the operation.
- Maintain an effective communication plan that meets needs of the management team and all front-line staff for daily operations, activities, and events.
- Develop and maintain a dependable staffing plan that meets operational needs utilizing part-time staff.
- Monitor visitation history and key indicators (e.g. school calendars, holidays) for planning operational and staffing needs.
- Plan proactively for seasonal variations in scheduling and communication for optimal operational effectiveness.
- Ensure an effective onboarding and training process for all positions, maintaining high standards for meeting customer and department needs with organizational competency, including sales training for optimizing membership acquisition and retention.
- Oversee Guest Relations policy and procedure development and compliance.
- Manage staff hiring, scheduling, and correction action.
- Support Assistant Managers in hiring and effective management for their own areas of oversight and projects.
• Work with Assistant Managers to set and support professional development targets
• Maintain accurate monetary transactions, complete deposits, and monitor daily sales (including membership, train, etc.). Collaborate with Museum Accounting team to ensure proper financial procedures are followed.
• Direct strategies to meet sales goals for membership and train revenue
• Manage department budget and forecasting
• Design and implement plans to enhance guest experiences
• Work in concert with Guest Services Manager to provide cohesive Guest Experience
• Work with Museum colleagues to create engaging experiences for our visitors.
• Collaborate with Database Administrator to develop and maintain policies and procedures that ensure integrity of member and reservations data.
• Contribute to improving the guest experience by alerting appropriate departments when problems arise and handling visitor complaints and emergencies.
• Attend and participate in Emergency Coordinator training as well as act as Emergency Coordinator when the need arises.
• Facilitate regular department meetings to work on systems structures and processes, formulation and/or adjusting best business practices.

Qualified candidates will have:
• College degree or 5+ years in relevant field
• Leadership/management experience
• Excellent customer service training skills
• Experience hiring, scheduling, and managing 15+ P/T employee team
• Ability to manage and act in all functions of the department both indoors and out on 84-acre campus
• Keen observation skills and desire to be proactive about visitor needs and guest environment
• Creative problem-solving skills
• Experience developing, tracking and analyzing sales objectives and performance
• Experience managing budget and forecasts
• Experience with point of sale systems, ability to accurately handle and reconcile cash and credit card transactions
• Strong interpersonal skills including the ability to work collaboratively
• Ability to work with diverse population
• Excellent oral and written communication skills
• Able and willing to embrace Museum mission of “science as a way of knowing”
• Science center, museum, zoo or amusement park experience desirable
• Spanish-speaking abilities a great asset