



## **POSITION DESCRIPTION**

**Title:** Director of Visitor Experience

**Classification:** Full Time, Exempt

**Supervises:** Retail & Visitor Services Manager;

Janitorial & Snow Removal Contractors, Food & Beverage Partners

**Reports to:** President & CEO

**Offered:** December 2024

### **About the organization**

The Garfield Park Conservatory Alliance (GPCA) was formed in 1995 and incorporated in 1998 as a private, non-profit organization committed to the restoration and revitalization of the Garfield Park Conservatory. While the Conservatory is owned and operated by the Chicago Park District, GPCA is responsible for developing and funding quality programs and events, promoting community engagement and enhancing visitor services. In its 25+ years, the Alliance has facilitated exponential growth at the Conservatory, offering 450 public programs annually and welcoming over 325,000 visitors in 2023.

### **Position Summary**

The Director of Visitor Experience will ensure a welcoming experience for all - delivering on our mission to change lives through the power of nature and our Strategic Plan Goal to be the most inclusive campus for nature education in the U.S.

The Director of Visitor Experience will lead and provide strategic direction for all aspects of the organization's visitor services functions including, but not limited to pre-visit strategies for engagement and sales, lobby operations, the retail store, online store, and cross-department collaboration with program delivery staff and fundraising staff.

Reporting to the President & CEO, the successful candidate will serve as a strategic partner for strengthening and evolving the standards and best practices of visitor experience in a growing non-profit organization, while supporting programming and revenue goals. The ideal candidate will excel at balancing the needs of all audiences including visitors, members, neighbors, Public Engagement program participants, Nature Education program participants and school groups, tour groups, private event attendees and fellow staff.

### **Responsibilities – Internal & External Partners / Operations**

- Provide logistics management to support the use of the facility for visitors, events, meetings, training, and daily operations on all levels.
- Provide logistics management for visitors and staff during upcoming construction projects.
- Support initiatives to meet or exceed ADA requirements and implement inclusivity programs such as Kulture City and accessibility training for Retail & Visitor Services staff.
- Liaise with janitorial & snow removal external vendors to ensure adherence to regular cleaning and safety standards and coordination with daily schedule of activities at the Conservatory (i.e. lunchroom or other set up as needed, clear pathways, etc.).

- Liaise with Coffee Cart external vendor to ensure smooth operations and coordination with daily schedule of activities at the Conservatory (i.e. early closure due to special event, special requests for service, etc.).
- Identify opportunities for new external partners to enhance the visitor experience.

### **Responsibilities – Revenue Generation and Reporting**

- With the President & CEO, set budget and monthly revenue goals for Gift Store, online store and admissions, monitor budgets and track expenses in cooperation with Director of Finance.
- Implement retail strategies of the Gift Shop and on-line store including regular evaluation of KPI's for success. Adjust as necessary to achieve goals.
- Develop stock & sales plan informed by data trends and execute purchasing and merchandising – ensure alignment with Conservatory offerings such as flower shows, special events and sustainable living.
- Identify and engage new external partners to enhance the visitor experience and generate revenue.
- Provide weekly, monthly quarterly reports and analysis for the CEO and Board of Directors.
- Manage effective and efficient use of ACME ticketing software and hardware, retail POS software and hardware, and accounting and inventory software.

### **Responsibilities – Team Development & Management**

- Oversee daily front of house operations including Visitor Services and Gift Shop. Supervise (Interim) Manager of Retail & Visitor Services and ensure the Manager's effective supervision of 5+ Retail & Visitor Services Associates.
- Collaborate with the HR Specialist to support recruitment efforts, including screening resumes, scheduling interviews, and assisting with candidate selection.
- Collaborate with HR Specialist to ensure effective onboarding by coordinating orientation sessions and ensuring new hires receive necessary resources and training.
- Oversee employee development and address all inquiries, assisting with conflict resolution, and promoting a positive workplace.
- Demonstrate effective collaboration by working seamlessly with team members, contributing to group objectives, and supporting colleagues across departments to achieve shared goals.
- Ensure good health and safety practices of staff and visitors, assisting in the adherence to emergency and security procedures.

### **Qualifications**

- Bachelor's degree in business administration, retail management or hospitality.
- Five or more years of related professional and progressive experience in a nonprofit visitor/public customer service operation.
- Five + years of people management experience and/or leading teams.
- Five + years of museum store or other retail experience and/or running a high volume box office.
- Proficient in ticketing, inventory and point of sale software systems such as ACME, Shopify, NetSuite, Clover, etc.
- Ability to thrive in a fast-paced, evolving organization.
- Proven track record of a commitment to continuous improvement.
- Bilingual proficiency is a plus.

**Compensation and Benefits**

The salary range for this role is \$78,000 - \$82,000 based on experience and certifications. This is an exempt position. Benefits include medical, dental, and vision insurance, and company-paid short-term and long-term disability. Employees receive paid time off including sick time, 11 holidays, 10 vacation days and 6 personal days. The expected schedule is Tuesday – Saturday from 9:30am – 5:30pm. Estimated start date: March or April 2025.

**Garfield Park Conservatory Alliance (GPCA) is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind.**

GPCA is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at GPCA are based on the organizational needs, job requirements and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. GPCA will not tolerate discrimination or harassment based on any of these characteristics. GPCA encourages applicants of all ages.