



MUSEUM of  
NORTHERN  
ARIZONA

*Celebrating the Colorado Plateau*

A National Medal winner, the Museum of Northern Arizona (MNA) has been celebrating the Colorado Plateau's natural and cultural heritage since 1928. Our 200-acre research campus includes a Museum showcasing the geology, anthropology and art of the region as well as state of the art research and collections facilities. MNA's renowned and award-winning Heritage Festivals of Arts & Culture (Zuni, Hopi, Navajo, and Celebraciones) draw thousands of national and international visitors. The Museum works in collaboration with native peoples of the region to protect and foster their cultures, traditions, and beliefs by encouraging artistic expression and supporting, empowering, and educating visitors about their art and culture.

**Title:** Director of Visitor Experience

**Department:**

**Status:** Exempt, Regular, Full-Time, Salary

**Supervisor:** Museum Director

The Director of Visitor Experience ensures MNA visitors feel welcomed and well-informed and that the museum reaches its budgeted goals. This is accomplished through the proactive and positive management of the front desk and shops operations as well as the management of group visits. The Director of Visitor Experience will also oversee all functions of MNA's award-winning Gift Shop and Bookstore, supervising sales staff and volunteers, managing retail operations, merchandising, and purchasing all shop inventory. The Director of Visitor Experience will provide strong and positive leadership to the Visitor Services Department. She/he maintains the functionality, security, and aesthetic character of the Museum and trains, schedules, supervises, and develops front desk staff and custodians who work in the Museum.

**Major Tasks and Responsibilities:**

- Creates a welcoming, friendly, and professional Museum environment and serves as an advocate for Museum resources, programs, and services.
- Leads by example, fosters teamwork, sets high standards in setting and achieving department and institutional goals.
- Provides the highest level of customer service for internal and external customers.
- Helps to shape the vision of the interpretive program for visitors, contributing to the creation of Public Programs and providing input on Exhibits.
- Supports Festivals to implement programs and manage artists and presenters.
- Manages Assistant Visitor Services Manager, Volunteer/Tour coordinator, Shop Manager and Bookstore Manager.
- Maintains staff and volunteer schedules, ensuring shifts and events are well-staffed.
- With Facilities Director, over-see security protocol for MNA and property.
- Manages Liquor License including training, staffing and purchasing.
- Along with Shops staff
  - Sets sales goals and motivates team to achieve sales objectives.
  - Effectively merchandises inventory, which includes authentic Native American arts and crafts.



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- Maintains customer list and special order file, and trains staff to identify objects appropriate for long-standing customers.
  - Maintains consignments files.
  - Manages purchase, receipt, inventory, tracking, pricing and sale of stock.
  - Purchases and displays stock relevant to the museum's mission, and consider stock that will support temporary exhibitions or public programs.
  - Promotes established and emerging artists through sales of their items in the shops.
  - Maintains artist biography files.
- Creates monthly budget reports and meets or exceeds monthly revenue and budget goals, while keeping expenses down.
- Provides daily recap of sales and receipts to the business office with special attention to layaways and memberships.
- Along with Visitors Services staff
  - Maintains the Museum's event schedule and ensures that events are properly set-up and taken down.
  - Responds to visitor questions (on-site and on-line) in a timely manner and is a source of accurate and reliable information.
- Works closely with Marketing to promote the shops.
- Understands and applies protocols concerning retail operations, admissions fees, membership sales, and the handling of cash.
- Track and report monthly Facilities Rental and Public Program numbers to Controller.
- Attends Staff, Public Program, Education and other meetings as necessary.

**Education and Experience Requirements:**

- M.S. or M.B.A. preferred
- Minimum of five years' managerial experience in a retail environment.
- Minimum of ten years' experience supervising sales staff and volunteers required.
- Experience in web sales preferred.
- Budgeting experience required.
- Experience working with security systems and safety precautions.

**Abilities, Skills, and Knowledge:**

- Demonstrated ability to communicate, orally and in writing, with culturally diverse communities.
- Organizational skills, an ability to multitask, and an ability to maintain confidentiality in all professional matters.
- Ability to utilize computerized inventory system, point of sale system, Microsoft Office Suite, email, and internet.
- Knowledge of techniques used to safely pack, display, and unpack fragile objects.
- Working knowledge with Native Cultural sensitivities as it pertains to items for sale in the shop.
- Visual acuity for inspecting arts and crafts, for creating charts and reports and working at a computer for extended periods of time.



**Working Conditions:** Works 40 hours per week plus prearranged overtime hours during the weekdays, weekends and some evenings. Works primarily in the Museum Exhibits Building, but may have occasional duties on the MNA campus, including outdoors.

**Other Requirements**

- Ability to travel throughout the Colorado Plateau region from time to time.
- Position contingent upon a satisfactory background check.

**How to Apply:**

Send cover letter and resume by email in PDF format to [employment@musnaz.org](mailto:employment@musnaz.org).