

Guest Experience Director

Reports to: VP of Guest Experience and Education

Supervises: Volunteer Engagement Program Manager, Guest Experience Supervisor(s), Guest Experience Admissions and Phone Team Members

FLSA: Salaried, exempt

Summary: The mission of Coastal Maine Botanical Gardens is to inspire meaningful connections among people, plants, and nature through horticulture, education, and research. We do this work together in a community dedicated to being inclusive, diverse, equitable, and accessible—every member is valued, respected, and appreciated.

The person in this position ensures the delivery of an excellent and safe guest experience for all who visit CMBG. They foster an inclusive environment with Guest Experience team members, organize all aspects of the guest experience across the organization, and ensure that all staff and volunteers are trained and supported in their roles. This position is essential in both building a positive and welcoming organizational culture and managing the many critical operational details that ensure smooth workflow behind the scenes. They are responsible for the management and operation of the phone and admissions teams, the volunteer team and program, shuttle drivers and boat captains, and continuous improvement of the guest experience across all facets of the Gardens' operations.

A member of the senior management team, they participate in the development and implementation of leadership initiatives, strategic plans, and organization-wide policies and programs that contribute to the Gardens' overall success. The GE Director is an essential contributor to institution-wide efforts to enhance inclusion, diversity, equity, and access (IDEA); all senior leaders at CMBG are accountable for driving IDEA within their spheres of influence.

Essential Functions: *(This job requires the performance of the following tasks, with or without accommodation. Incumbents may be regularly or occasionally required to assume additional responsibilities or perform additional tasks.)*

- Manage the hiring, training, and performance development of Guest Experience admissions and phone team members. Coordinate cross-departmental training that supports Guest Experience values across the entire organization.
- Ensure that structures and processes are in place so that Guest Experience team members and volunteers have access to the information and job aids they need to address guests' needs.
- Supervise, train, develop, and support the Volunteer Engagement Program Manager and the volunteer corps and ensure the volunteer experience is fulfilling and gratifying.
- Lead and/or play a key role in project teams for special projects, major events, and cross-departmental initiatives with a significant guest experience component, including Gardens Aglow.

- Ensure point-of-sale computers (POS), software (TAM), and phones are set up and functioning correctly. Work with IT to problem-solve and fix issues, and advocate for technological and software resources to improve the on-site guest experience as needed.
- Collaborate with Marketing on developing strategies and implementing plans for soliciting feedback to ensure we meet or exceed our target Net Promoter Score. Analyze visitor attendance data and present findings to staff teams and key stakeholders.
- Collaborate with Interpretation and Marketing on developing and maintaining guest resources such as maps, self-guided brochures, and other wayfinding materials.
- Continually assess accessibility, comfort, and ease of wayfinding within the Gardens and work with Facilities, Interpretation, or other departments as appropriate to develop plans for improvements as necessary.
- Manage and oversee Guest Experience budget.
- Develop and support communications systems and cultural practices that support Guest Experience staff in continually updating their knowledge and understanding of CMBG, including the Gardens' layout and its range of offerings, in order to provide accurate information and helpful assistance to guests.
- Ensure there are policies and standard operating procedures for efficient and repeatable work processes and management.
- Work closely with senior staff to ensure a high level of organization, communication, and accuracy in managing operational issues related to the guest experience.
- Develop and support a culture of continuous growth and learning and advocate for facilities, program, or process improvements that will enhance the guest experience at the Gardens.
- Support a culture that welcomes all people to the Gardens and creates meaningful experiences with the natural world and the people around them.

Qualifications:

- Demonstrated experience and training in customer service and managing public-facing operations.
- Demonstrated ability to motivate and manage a team in an inclusive and supportive way, including customer service coaching with associates.
- An eagerness to work with and support a diverse community of staff and volunteers.
- Demonstrated experience or capacity within a leadership role, including excellent written, verbal, and interpersonal skills in support of a larger team of both direct reports and cross-departmental peers.
- Demonstrated experience or capacity independently managing leadership responsibilities such as internal goal-setting, monitoring and evaluation, hiring and personnel management, and budget management.
- Demonstrated experience creating and scaling work processes and systems and integrating cross-functional teams into new processes.
- Highly comfortable with computer software such as POS, Microsoft Office Suite, and Microsoft OneDrive.

- Commitment to working across the organization to support the integration of IDEA (Inclusion, Diversity, Equity, and Accessibility) principles into CMBG's internal operations and its relationships with visitors and guests.
- Experience in educational or cultural institution settings a plus.

Work schedule: This position primarily works standard administrative hours, with some variation. When open to the public, duties also include occasional nights and weekends and often include opening and closing responsibilities. In November and December, evening work is frequent. During our closed season, the position consistently works regular administrative hours.

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, work load, rush jobs, or technological developments).

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