



## **JOB POSTING**

**Job Title:** Director of Guest Experience & Events

**Status:** Full-time

**Number of Positions:** 1

**Classification:** Exempt

**Reports to:** VP of Finance & Administration

## **Description**

Reporting to the VP of Finance & Administration, this position shall be responsible for overseeing the daily operations and management of the Guest Experience Department. This Director position will support Aquarium administration by cultivating the customer service expectation, while overseeing the operation and function of admission, gift shop, bookings, concessions, parking, and private events.

## **Essential Responsibilities**

- Explore ways to grow incremental revenues from guests that also enhance the Aquarium's mission and visitor experience; this includes permanent and traveling exhibitions shows and ticketed promotions.
- Communicate with vendors to order products/merchandise to be sold in the Aquarium's gift shop and concessions.
- Maintain a stocked inventory of Aquarium themed and relevant products, apparel, child-items, branding and souvenirs for sale in the Aquarium's gift shop that advocate the Aquarium's mission; develop professional and organized displays to feature products.
- Oversee the hiring and training of all guest services management and front line staff and ensure proper staffing levels.
- Oversees daily operational duties including opening/closing, daily briefings, staff deployment, crowd control, trouble shooting, emergency response.
- Conducts all activities in alignment with Association of Zoos and Aquariums (AZA) standards and guidelines, as well as all relevant laws and regulations, and safety standards.
- Oversees outstanding service delivery from entry to exit to ensure that any guest experience issues are addressed in an urgent manner.
- Through department managers, oversee the creation and administering of guest experiences at the Aquarium through collaboration with all departments.
- Manage the ticketing system, updating information, ticket formats and generating reports as needed.
- Serve as the primary resource to receive and respond to on-site guest service inquiries and complaints as well as conduct front line decision-making and problem solving in a courteous and professional manner.
- Provide direction and logistical support for major private and public events.

## **Requested Requirements**

- Bachelor's Degree in hospitality, or 7 years of relevant hospitality experience in a manger role.
- Must be willing to work a flexible schedule that includes weekdays, weekends, early mornings, evenings and holidays.
- 5 years full time supervisory/managerial level customer service relations work managing a large workforce in retail, leisure, or hospitality, zoo/aquarium/attraction experience preferred.
- Proven experience in development and management of a sales plan and budget control is highly desired.
- Proficient use in Microsoft Office software, including Microsoft Word and Excel.
- Familiarity with, or ability to learn, TAM point of sales software.
- Exquisite attention to detail, and attitude of personal accountability.
- Must demonstrate excellent oral and written communication skills.
- Must be a strategic and conceptual thinker.
- Ability to work independently, at times with minimal supervision, as well as on a team as necessary.

**To Apply**

Please send resume and cover letter to [tschafer@aquariumofniagara.org](mailto:tschafer@aquariumofniagara.org) Be sure to include Director of Guest Experience & Events in the subject line of any correspondences.

The Aquarium of Niagara is an equal opportunity employer. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, color, creed, religion, sex, age, national origin, citizenship, sexual orientation, marital status, or any other classification protected by federal, state, or local law.