



<b>Approved By:</b>	Nancy Noble
<b>Date Approved:</b>	March 2024
<b>Reviewed:</b>	Nancy Noble/Gary Leibel

<b>Job Title</b>	<i>Visitor Experience Coordinator</i>
<b>Reports To</b>	<i>Manager of Facilities and Operations</i>
<b>Hours of Work</b>	<i>Monday to Friday 9 to 5, 35 Hrs/Week. This position may be required to work evenings and weekends as required</i>
<b>Remuneration</b>	<i>\$28.35 per hour (Effective March 23, 2024) This is a permanent full-time unionized position - CUPE Local 410. Pay grade 5, pay rates are set in accordance with the Collection Agreement.</i>

### **Position Summary**

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The Visitor Experience Coordinator ensures all visitors, members, and donors receive outstanding customer service when they visit the Gallery. They are responsible for ensuring the front of house staff share information with the visitor about exhibitions, programs, membership, fundraising events, and all other AGGV activities or initiatives. This position works across departments (curatorial, programming, marketing, and development) to ensure accurate information is available.

The Visitor Experience Coordinator promotes a deeper relationship with the AGGV by promoting opportunities for volunteerism. The Visitor Experience Coordinator is responsible for volunteer recruitment, and for placement, and supervision in coordination with other Gallery staff. The Visitor Experience Coordinator manages visitor experience staff including hiring, scheduling work planning and performance evaluation.

### **Duties and Responsibilities**

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#### Visitor Services – 45%

- Works collaboratively across departments to enhance visitor experiences and engagement.
- Provides feedback, recommendations and works collaboratively with peers to implement innovative strategies to continuously improve the Gallery’s visitor experience.
- Ensures consistency in responding to the visitor; by telephone, email, and in person.
- Stays current on industry/competitive trends and makes recommendations for improvement.
- Develops a thorough understanding of the various exhibitions, programs, and general engagement activities (e.g. events), to guide Gallery Ambassadors.
- Responds to and resolves visitor complaints/ issues in person, by telephone or in writing with tact, diplomacy, and empathy including follow-up in a timely manner.
- Sets up and monitors all ticketed events for the Gallery and liaises with other groups for ticket sales (such as the Associates of the AGGV.).
- Under the direction of the Facilities and Operations Manager ensures gallery safety and security policies and procedures are communicated and executed by the visitor experience team for the safety and security of visitors, staff, art and gallery assets.

- Monitors the reception and lobby area of the Gallery to ensure visitor comfort.
- Monitors all AV or interactive equipment in the lobby area installed to support the AGGV mission and initiatives.
- Executes opening and closing procedures for all gallery exhibits and equipment, including AV works, lights etc. when required

#### Supervisor, Visitor Experience Team – 25%

- Demonstrates strong leadership in staff and volunteer engagement, fostering a culture of teamwork and excellence.
- Develops and manages the schedule for the visitor experience staff. Works in cooperation with the Events Coordinator and Facilities and Operations Manager to ensure staff are scheduled for events and activities in the gallery.
- Works in cooperation with the Gallery Shop Coordinator to ensure no scheduling conflicts for shared staff between the shop and front of house.
- Regularly monitors the number of staff and their availability to ensure that there is a sufficient pool of hourly staff to cover regular visitor experience and ad hoc event shifts.
- Ensures that the hours scheduled are within budget. Works in cooperation with their manager to request adjustments to the budget including rationale for the request.
- In cooperation with the Facilities and Operations Manager, leads the recruitment and selection process for visitor experience and event staff positions
- Provides coaching and training to the visitor experience staff including incident management and emergency procedures.
- Under the direction of the Facilities and Operations Manager collaborates on the development of performance plans for each member of the visitor experience team. Ensures that the goals for each team member align with the goals of the department and support the strategic objectives of the gallery.
- Ensure that the visitor experience procedures are current, easily accessible and are communicated effectively with the team

#### Reporting and Administration – 15%

- Maintains visitor service and volunteer statistical data required and participates in creating reports.
- Is the primary contact with IT support, Profitek and Moneris to ensure that the POS and payment processing systems are operational
- Provides support to The Gallery Associates for their events held at the Gallery including online ticketing, event setup and responses to event inquiries
- Liaises with external organizations with regard to admission promotions in collaboration with the Marketing department.
- Collates all visitor/caller comments on a weekly basis for presentation to management.
- Prepares incident reports and proposed corrective actions in the event of an incident that is observed or responded to by visitor experience staff

#### Volunteer Coordination -15%

- Ensures that all actions regarding volunteers are guided by the Board approved Volunteer Policy.
- Responsible for maintaining the Volunteer Handbook in compliance with the Volunteer Policy and making recommendations for changes.
- In collaboration with AGGV staff, determines the need for volunteer opportunities.

- Plays a key role in community engagement through active volunteer recruitment and retention strategies. Ensures appropriate volunteer placement through screening and follow-up.
- Responds to all inquiries regarding volunteering at the Gallery in a timely and professional manner.
- Coordinates the annual and/or other volunteer appreciation events.
- Develops, recruits, trains, and manages the volunteer component of the annual Art Gallery Paint In, including participation in the event.
- Stays current on industry trends, training and makes recommendations for improvement.

### **Communications & Reporting Structure**

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#### INTERNAL

- Reports directly to the Manager of Facilities and Operations
- Supervises Visitor Experience Ambassadors
- Supervises AGGV volunteers.
- Maintains liaison with other members of the Gallery staff and fulfills the requirements as a member of a team that includes all the Departments of the Gallery.

#### EXTERNAL

- Members of the public, visiting artists, guest curators, and external contractors.
- Cultural or community client partners using Gallery facilities.
- Directs media inquiries to the appropriate AGGV personnel.

### **Qualifications, Experience & Education**

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- A skilled professional with a minimum of 2 years experience in a Customer Service or Communications role working directly with the public.
- Experience supervising staff and/or volunteers.
- Experience leading effective teams including coaching, training recruitment, and performance management.
- Post-secondary education in a related field is preferred.
- A dedicated, keen and self-disciplined individual with a sincere desire to provide excellent customer service.
- A team player with exceptional interpersonal and communication skills.
- Proven ability to adapt to changing priorities and to multi-task.
- Ability to perform under pressure and respond to safety and security issues when needed.
- Proficient with Microsoft Office Suite
- Experience working with point of sale systems, preferably in Profittek.

### **Working Conditions**

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- Ability to work to a flexible schedule when required including evening and occasional weekend special events.
- Comfortable working in a fast paced and public-facing environment.