



Approved By:	Nancy Noble
Date Approved:	November 2024
Reviewed:	Gary Leibel

Job Title	<i>Visitor Experience Coordinator</i>
Reports To	<i>Director Visitor Experience and Programs</i>
Work Setting	<i>Monday to Friday 9 to 5, 35 Hrs/Week. This position may be required to work evenings and weekends as required</i>
Remuneration	<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

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

Visitor Services – 45%

- Collaborates across departments to enhance gallery visitor experience and engagement through innovative strategies.
- Provides feedback and recommendations to continuously improve the visitor experience at the Gallery.
- Ensures consistency in responding to visitor inquiries via telephone, email, and in-person interactions.
- Monitors and stays current on industry and competitive trends, offering recommendations for improvement.
- Develops an in-depth understanding of exhibitions, programs, and engagement activities (e.g., events) to guide Gallery Ambassadors.
- Handles visitor complaints and issues with tact, diplomacy, and empathy, including timely follow-ups as needed.
- Sets up and oversees ticketed events for the Gallery, coordinating with external partners (e.g., Associates of the AGGV) for ticket sales.
- Supports the Director of Visitor Experience and Programs in implementing safety and security policies for visitors, staff, artwork, and gallery assets.
- Monitors the reception and lobby areas to maintain visitor comfort.
- Monitors all AV or interactive equipment in the lobby area to support AGGV’s mission and initiatives.



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Supervisor, Visitor Experience Team – 25%

- Provides strong leadership for staff and volunteers, fostering teamwork and a culture of excellence.
- Develops and manages scheduling for visitor experience staff, coordinating with the Events Coordinator and department staff to cover events and gallery activities.
- Coordinates with the Gallery Shop Coordinator to prevent scheduling conflicts for shared staff between the shop and front of house.
- Ensures a sufficient pool of hourly staff for regular visitor experience and ad hoc event shifts.
- Leads recruitment and selection for visitor experience and event staff, in cooperation with the Director of Visitor Experience and Programs.
- Provides coaching and training for staff on incident management and emergency procedures.
- Collaborates with the Director to develop performance plans that align team goals with departmental and strategic gallery objectives.
- Maintains up-to-date visitor experience procedures, ensuring they are accessible and communicated effectively.
- Manages scheduled hours within budget, collaborating with management on any budget adjustments with justifications.

Reporting and Administration - 15%

- Maintains visitor service and volunteer statistical data and contributes to report preparation.
- Acts as the primary contact for IT support, Profitek, and Moneris to keep POS and payment systems operational.
- Supports the Gallery Associates in event-related tasks, including online ticketing and event setup, and responds to event inquiries.
- Coordinates with external organizations for admission promotions, working closely with the Marketing department.
- Gathers and presents visitor/caller comments weekly for management review.
- Prepares incident reports with proposed corrective actions when visitor experience staff observe or respond to incidents.

Volunteer Coordination – 15%

- Ensures volunteer activities align with the Board-approved Volunteer Policy.
- Maintains the Volunteer Handbook, ensuring compliance with the Volunteer Policy and recommending changes as needed.
- Works with AGGV staff to assess volunteer needs.
- Engages in community outreach through volunteer recruitment and retention strategies, ensuring suitable volunteer placement via screening and follow-up.
- Responds to volunteer inquiries in a timely and professional manner.
- Organizes annual and other volunteer appreciation events.
- Recruits, trains, and manages volunteers for the annual Art Gallery Paint In, including on-site participation.
- Stays updated on industry trends in volunteer management, making recommendations for improvements.



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Performs additional duties related to the above responsibilities as required.

Communications & Reporting

INTERNAL

- Reports directly to the Director, Visitor Experience and Programs, supporting them in overseeing and supervising the Visitor Experience team and AGGV volunteers.
- Serves as a liaison between the Visitor Experience team, Facilities staff, and other departments, ensuring effective communication and smooth front-of-house operations across the Gallery.
- Actively participates in Gallery and departmental meetings, contributing to a collaborative environment, and engages in relevant safety and orientation training to foster team cohesion.

EXTERNAL

- Engages with members of the public, visiting artists, guest curators, and external contractors, ensuring a welcoming and professional experience for all visitors.
- Coordinates with cultural and community client partners utilizing Gallery facilities, supporting successful event and program execution.
- Directs all media inquiries to the appropriate AGGV personnel, ensuring accurate and timely communication with the press and other external stakeholders.

Qualifications, Experience & Education

- Minimum 2 years of experience in a Customer Service or Communications role, with direct public interaction.
- Experience supervising staff and/or volunteers.
- Proven experience in leading effective teams, including coaching, training, recruitment, and performance management.
- Post-secondary education in a related field is preferred.
- A dedicated, self-disciplined individual with a genuine desire to provide excellent customer service.
- A team player with exceptional interpersonal and communication skills.
- Proven ability to adapt to shifting priorities and manage multiple tasks effectively.
- Ability to perform under pressure and respond to safety and security issues as needed.
- Proficient with Microsoft Office Suite.
- Experience working with point-of-sale systems, preferably Profitek.

Working Conditions

- Flexible availability to occasionally work a modified schedule including holidays, weekends, and evening hours, as assigned. Shifts may vary depending on the needs of events and programs.
- Comfortable working in a fast paced, public-facing environment with the ability to adapt to shifting demands.