



SHAPING AN
AWESOME
HAMILTON

VISITOR EXPERIENCE MANAGER

VISITOR DESTINATIONS

WHY WE ARE HERE

We are a high-performance organisation with a clear purpose – **to improve the wellbeing of Hamiltonians**. Our people are at the heart of everything we do. We need players on our team who think differently, act with integrity and work together to deliver world-class outcomes for our community. We need players who understand that mindset is the foundation of their performance.

WHY THIS ROLE EXISTS

This position sits within the **Visitor Destinations Unit**. The purpose of this group is to create and maximize the value that Hamilton has to offer. The Hamilton City Council not only wants Hamilton to be a city that makes it a definite place to visit for tourists but also encourages the community to get out and explore what we have to offer.

WHAT YOU WILL DO

This lead team role is responsible for ensuring the best possible experience for visitors and bringing an audience-lens to all Museum activities. The role will develop positive, professional and engaging front-of-house services and experiences that grow audiences, visitation, visitor loyalty and satisfaction with the Museum.

KEY OUTCOMES

Some of the **key outcomes** for this role include:

- Lead the Visitor Experience Team, provide strategic direction to staff and guidance for day-to-day operations
- Create a welcoming, engaging and fun experience for our visitors, through exhibitions, public and education programmes, and inspiring community engagement initiatives
- Create a customer-focused front-of-house service that actively drives continuous improvement in service delivery
- Work with the lead team to increase customer satisfaction and visitor numbers, driving repeat visitation and developing new audiences
- Increase revenue through promotion of retail products and excellent visitor services
- Contribute to the identification and development of new services and products through the Visitor Services and Products (VSP) team and trial, implement and promote new offerings
- Work collaboratively with the VSP team and other VEMs to raise the profile of Hamilton and our visitor destinations
- Ensure meaningful customer feedback is captured, reported and used to inform service improvements and create new experiences that meet the needs of communities
- Exercise a 'just culture' approach to safety and wellbeing and work to improve employee engagement.

HOW YOU WILL DO THIS

Our team culture is critical to our success. It's vital everyone who joins our team is an ambassador for our values, so together we can drive the best possible outcomes for our community.

YOUR MINDSET, SKILLS KNOWLEDGE AND EXPERIENCE

You actively work at being the 'best version of you' and your mindset and behaviours have a positive impact on others.

YOU BRING TO THE ROLE

- At least 5 years experience in museums or galleries, tourism, customer services or event management & preferably a relevant qualification
- Demonstrated ability to lead and inspire a front-of-house team to deliver high quality and engaging customer services
- Proven experience in training and development of teams and the ability to communicate effectively with a range of audiences
- A strong understanding of tikanga and commitment to inclusiveness; knowledge of Te Reo preferred
- Commercial understanding, problem-solving skills, a growth mindset and a positive energy
- As we operate 364 days a year you will be on a rotating roster which will include working weekends and public holidays.