

SEARCHLIGHT RECRUITMENT

Position Specification



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| TITLE | Assistant Vice President, Visitor Experience |
| TYPE | Permanent, Full Time |
| LOCATION | Toronto, Ontario |
| COMPANY WEBSITE | https://www.rom.on.ca/en |
| REPORTS TO | Chief Marketing & Communications Officer |
| REPORTS | Assistant Manager, Visitor Experience Manager, Front of House Administrative Assistant |

THE ORGANIZATION

The Royal Ontario Museum (ROM) is Canada's largest museum and among the most comprehensive in North America, with collections and exhibitions that span the globe and cut across time. There are few institutions in the world that have greater depth and scope. In combining an encyclopedic museum of cultures with that of natural history, the ROM offers an exceptional breadth of experience to visitors and scholars from around the world; we realize more acutely now that nature and humanity are intertwined, and the ROM offers many examples in its collections and programs of these fundamental relationships.

As a contemporary Museum, the ROM continues to evolve, redefine/reimagine itself and embrace innovation. The ROM is focused on deepening its connection with visitors; animating the museum experience; opening its doors wider to communities and being a catalyst for new ideas. The Museum is committed to introducing innovative ways to employ the newest technologies to create a physical and digital institution for the 21st century. This includes animating the museum by creating immersive, interactive and engaging visitor experiences.

In 2017/18, the ROM welcomed more than 1.4 million visitors from Canada and around the world. This represents the highest attendance of any single museum in Canada and ranks 9th in North America.

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THE POSITION

The Assistant Vice President (AVP), Visitor Experience will deliver a visitor perspective for all the touchpoints of the ROM experience and be responsible for ensuring that a visitor's first and last impressions feel personalized and exceed expectations. The AVP, Visitor Experience possesses a commitment to excellent customer service in all areas of the Museum, from information and ticketing, front-of-house sales, to orientation, physical comfort, special services and traffic flow.

Working with the Chief Marketing & Communications Officer and senior staff, the successful candidate will bring a large-scale, tangible expression of his/her creativity to advance a cohesive and inspirational visitor experience at the ROM. S/he has a passion and commitment to innovation and dynamic leadership with a deep understanding of exceptional customer service.

RESPONSIBILITIES

- Deliver a compelling experience for all on-site visitors to the Museum while being consistent to the ROM's brand and vision.
- Develop, lead, and oversee the visitor experience, including recommendations for institutional standards, accessibility, staffing, structure, and skills necessary to continually improve the visitor experience.
- Ensure the Museum's best practices through all facets of visitor services, managing systems and processes to provide a unique and exceptional visitor experience and service excellence at all times.
- Integrate new working practices across the Museum and take responsibility for ensuring improvements to visitor access, design, and signage.
- Actively monitor and evaluate visitor experience standards and use benchmarking opportunities across the sector and beyond to initiate visitor-driven improvements.
- Work with internal partners, analyze data as a means of measuring effectiveness of all aspects of visitor experiences, including ticketing, capacity, pricing, hours, and customer satisfaction.
- Draw upon the knowledge and best practices of world-class customer experiences in other industry sectors.
- Working with internal partners, measure effectiveness of all aspects of visitor experiences, including ticketing, capacity, pricing, hours, and customer satisfaction.
- Based on established field evaluations and budgetary information, oversee the development of key performance indicators and regular reporting against the same.
- Manage and oversee the departmental budget, evaluating key metrics and benchmarks.

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- Contribute to the development of guidelines and processes for all activities within designed areas, recommending improvements and changes whenever necessary in line with departmental objectives.
- Work closely with other departments to ensure that visitor experience standards are met for all events and high-profile public engagements.
- Build sustainable working relationships, operating structures and systems, and efficient communication channels as a means to achieve coherent, coordinated, and consistent brand and visitor experience.
- Prepare and participate in presentations and reports to key stakeholders.
- Ensure that all staff operate to the highest standards of visitor welcome, information provision, staff appearance, safe visitor management.
- Ensure talent development and take a lead role in developing, establishing, and maintaining a comprehensive staff training program based on customer service and mission-related themes.
- Work with partner and community organizations to ensure best practices and the development and execution of a strategy that promotes a welcoming environment for all.
- Handle and report on visitor concerns, complaints and special requests that cannot be settled at the supervisory level, reacting constructively to feedback and managing conflict effectively.

CANDIDATE QUALIFICATIONS

- Relevant experience and knowledge of best practices in consistently delivering visitor and customer engagement to a high standard.
- A minimum of eight years' related, progressively responsible experience at the managerial level.
- A strategic thinker with the experience and the ability to establish goals and objectives and organize a successful approach to achieving strong customer service results.
- A track record of overseeing day-to-day operations in a heavily trafficked, customer-facing environment where there are multiple demands on time, numerous decisions to be made, and visitor/customer service issues to address.
- Management acumen and problem-solving skills in overseeing and motivating customer-service focused teams and leading group facilitations.
- Excellent organizational and project management skills.
- Demonstrated familiarity with relevant legislation (i.e. Ontario Human Rights Code, Accessibility for Ontarians with a Disability Act, Truth and Reconciliation Commission of Canada: Calls to Action, etc.)

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- Knowledge of audience evaluation techniques with a proven ability to understand, analyse, and respond to ongoing and evolving data as it relates to visitor/customer engagement.
- Digitally-savvy; proven ability to use progressive technology for visitor interaction and engagement.
- Brings an awareness in addressing Toronto's diverse communities and changing expectations of younger visitors.
- Proven ability to implement a continuous improvement culture.
- Proven ability to work collaboratively in high-pressure, fast-paced environments.
- Prior experience working in a unionized environment is considered an asset.
- Ability to speak French and other languages is also an asset.
- Strong computer literacy.
- A minimum of a bachelor's degree in business administration or equivalent in education and experience.

CANDIDATE ATTRIBUTES

- A creative, out-of-the box thinker with a professional presence and persuasive manner.
- A passion for excellence in creating a wonderful environment for all visitors.
- Understanding of and commitment to quality service and best practices.
- A natural management style that will achieve objectives and good working relationships with staff and volunteers.
- Ability to help shape and refine a culture of positivity, teamwork, and co-ownership.
- Solid diplomacy skills with the ability to collaborate with cross-functional teams; communicates effectively with diverse groups of people.
- Understanding of the sensitivity required when working in cultural environments.
- Excellent interpersonal skills; able to present information to a wide variety of internal and external stakeholders.
- Superior communication and presentational skills, both oral and written.
- Superior relationship-building and advocacy skills.
- Strong influencing and negotiating skills.
- Flexible and adaptable; willing and able to change priorities to meet team goals.
- Self-directed with an ability to organize, plan, prioritize, and multi-task.
- Demonstrated critical thinking.

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COMPENSATION

An experienced-based compensation and benefits package will be provided.

HOW TO APPLY

Please submit your application by emailing your cover letter and résumé no later than January 15th, 2019 to: ROM@searchlightcanada.com.

The ROM is an equal-opportunity employer and committed to fair and accessible employment practices. Upon request, suitable accommodations are available under the Accessibility for Ontarians with Disabilities Act (AODA) for applicants invited to an interview.

We thank applicants for their interest, however, only those advancing in the process will be contacted.