



The Mining & Rollo Jamison Museums
PLATTEVILLE
W I S C O N S I N
MUSEUM DEPARTMENT
JOB DESCRIPTION

MUSEUM SPECIALIST - VISITOR SERVICES

EXEMPT: No

UNION: No

GENERAL STATEMENT OF JOB:

The Museum Specialist - Visitor Services is responsible for the development, implementation, and evaluation of the tour program and retail operation of the Museum Store, while creating meaningful interpretive experiences through exhibit elements, events, and programs that bring the Museum's mission to life.

The Museum Specialist – Visitor Services will coordinate and supervise a team of Visitor Services staff engaged in the delivery of a world-class experience for visitors attending events, programs and exhibitions at The Mining & Rollo Jamison Museums. Responsibilities include ensuring the safety and positive experience of visitors; designing and leading visitor experiences such as tours and special events; maintaining high standards for the existing tour program; marketing and booking group tours; generating and revitalizing Museum interpretive content in a variety of media in support of the Museum's initiatives.

EXAMPLES OF WORK PERFORMED:

The essential duties listed below are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Section 1. Specific Activities

- 1.1 Manages guest relations. Oversees online and in-person booking of tours and programs, the collection of entrance and tour fees, and gift store sales.
- 1.2 Manages business aspect of guest relations, including: opening/closing register, banking, performing evening reports, maintaining attendance reports.
- 1.3 Supervises and schedules paid and volunteer visitor services staff members to ensure outstanding guest experience.

- 1.4 Trains visitor services staff and volunteers in collaboration with the Museum Education Coordinator.
- 1.5 Oversees Museum Store to enhance the guest experience. Curates products for sale, and manages point-of-sale system and online store.
- 1.6 Monitors Museum Store inventory, generates reports and charts to identify profit/loss and sales trends, and makes necessary adjustments to maximize revenue potential. Works with Museum Director to align merchandise orders with museum budget and initiatives.
- 1.7 Works both independently and with a team to develop new tours/programs/special events that are creative, engaging and dynamic in coordination with Museum Director and other Museum staff. Coordinates existing events as assigned.
- 1.8 Assists with delivery of digital education content, including generation of short videos, social media content, online courses, and other innovative media.
- 1.9 Updates interpretive labels in collaboration with Museum Director and other staff according to interpretive planning and special initiatives.
- 1.10 Operates and handles all aspects of train amusement ride including daily safety check, taking and returning train from stored location, and driving train with guest passengers.
- 1.11 Markets and books group tours.
- 1.12 Adds tour and program registration and descriptive content to online ticketing system (FareHarbor), website, and Facebook Events. Monitors and reports bookings.
- 1.13 Creates and updates interpretive labels, signs and other interpretive materials.
- 1.14 Provides staff support to Museum Specialist - Education to conduct school field trips and outreach to schools and other organizations. Assists with scheduling and coordinating delivery of related content.
- 1.15 Researches and shares interpretative information with staff and guests through the tour program and other avenues.
- 1.16 Maintains Tour Guide library and collection of special event and educational materials.
- 1.17 Seeks guest feedback through surveys and other avenues, and generates ideas and solutions to improve the guest experience.
- 1.18 Occasionally assists with collections stewardship as needed.

- 1.19 Opens buildings. Locks up and alarms buildings at end of day.
- 1.20 Monitors building, mine, and train conditions and security. Conducts or assigns cleaning as needed. Reports facilities maintenance issues to Museum Director.
- 1.21 Participates in volunteer workdays performing gardening, cleaning, and other tasks.
- 1.22 Performs other duties as requested or as needed.
- 1.23 Working weekends, some evenings and holidays is required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge to solve a wide range of intellectual and practical problems; nonverbal symbolism. Arithmetic calculations involving fractions, decimals, and percentages.

Skill in the operation of listed tools and equipment.

Ability to prepare and deliver lectures, interview, advise people, evaluate data; Ability to communicate effectively, verbally or in writing, with visitors for museum tours, general public for inquiries, supplies/vendors for store inventory, community or trade/professional organizations for museum professional growth. Employee will be familiar with details of job to do it reasonably well within 6 months.

TOOLS AND EQUIPMENT USED:

Square digital cash register, desktop and laptop computers, tablet, security system, telephone, intercom, train amusement ride. Desktop computer (Windows) with Microsoft Office, Adobe Creative Cloud, PastPerfect Museum Software, FareHarbor booking system, tablet, printer/scanner/copy machine, cash register, tablet, car, security system, telephone, uses other tools and equipment as requested or needed.

CONFIDENTIAL DATA:

Confidential data includes personnel, security system and value of artifacts.

ESSENTIAL PHYSICAL JOB REQUIREMENTS:

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee consistently talks; has contact with public. Employee frequently stands; sits; walks; keyboards; hears; uses the telephone; works alone; climbs stairs. Employee occasionally drives motor vehicles; reaches; grasps; holds; uses eye-hand coordination; stoops, kneels, crouches, or crawls; climbs ladders.

Employee must be able to frequently lift up to 10 pounds; occasionally lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus.

ACCEPTABLE EXPERIENCE AND QUALIFICATIONS:

The following elements serve to identify the required acceptable experience and qualifications:

- 1 Minimum education: High School diploma or equivalent (Bachelor’s degree or higher with a major in the sciences, business, communications, history, museum studies, hospitality or related field preferred), and
- 2 Related work experience of 1 to 4 years, or
- 3 Any equivalent combination of education and experience.
- 4 Knowledge of local history, experience with developing and delivering interpretative programs to a broad audience (including youth) and supervisory experience preferred.
- 5 Valid Wisconsin driver’s license.

STATEMENT OF WORKING CONDITIONS:

The City of Platteville is a drug-free workplace.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee is occasionally exposed to cleaning solvents, dirt and dampness when working in the mine.

POSITION ACCOUNTABILITY:

REPORTS TO: Museum Director.

SUPERVISION EXERCISED: Museum Specialist –Visitor Services is a peer to the Museum Specialist – Education. Tour Guides, Museum Store Clerks, Visitor Services Supervisors on Duty, report to

Museum Specialists. Supervisory responsibilities include instructing, reviewing, allocating personnel, assigning work, planning work of others, coordinating activities, acting on employee problems, recommending counseling or promotion of employees.

SELECTION GUIDELINES:

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

CITY OF PLATTEVILLE VALUES

Having a Positive Impact on Our Community • Treating our Customers with Care • Working Cooperatively Together • Doing Quality Work • Demonstrating Integrity on the Job • Showing Flexibility and a “Can Do Spirit” • Acting as Good Stewards of the City’s Resources • Ensuring Our Safety and the Safety of Others

Approved by Common Council: 5/8/01

Revision History: 7/1/96; 12/31/10; 7/3/16, 3/3/22