

# NEW YORK TRANSIT MUSEUM

**POSTING DATE:** May 10, 2019  
**JOB TITLE:** Family Programs and Visitor Experience Manager  
**SALARY:** \$52,000-\$60,000 Commensurate with Experience  
**HOURS OF WORK:** Full-time, 5 days/week; Wednesday -- Sunday and occasional evenings.

## **SUMMARY:**

Founded in 1976, the New York Transit Museum is dedicated to telling and preserving the stories of mass transportation – extraordinary engineering feats, workers who labored in the tunnels over 100 years ago, communities that were drastically transformed, and the ever-evolving technology, design, and ridership of a system that runs 24 hours a day, every day of the year. Housed underground in an authentic 1936 subway station in downtown Brooklyn, the Transit Museum’s working platform level spans a full city block, is home to a rotating selection of 20 vintage subway and elevated cars dating back to 1904.

The New York Transit Museum seeks an individual to serve as the Family Programs and Visitor Experience Manager (Manager). This position works closely with the Assistant Deputy Director, Education and Public Programs, and all Education Department Managers, to develop a wide range of innovative, robust and changing programs and drop-in informal experiences to engage multigenerational visitors with Museum content in relevant and age-appropriate ways. The Manager liaises with all Museum staff across departments to ensure the highest quality visitor experience throughout the Museum.

The incumbent oversees multigenerational visitor experiences in the Museum to engage existing audiences and appeal to new visitors and provides creative leadership for family engagement through the development and oversight of family programs currently serving over 30,000 visitors annually. As a key member of the Education management team, this position is responsible for shaping new directions for visitor engagement, defining strategies that are appropriate given the range of museum constituents and the depth of enthusiasm for the Museum’s offerings. This aligns with the Museum’s strategic goal of providing relevant experiences grounded in the Museum’s collections with special attention paid to strategies that make the content physically, socially and intellectually engaging for multigenerational audiences.

This position manages a part-time coordinator and a growing team of part-time staff who facilitate a variety of experiences, from birthday parties and family programs, to front-line visitor experience staff who engage visitors in exhibits, promote programs, sell memberships and tickets, and maintain a welcoming, safe environment.

The Manager will develop and expand multigenerational and family engagement opportunities to create a sense of visitor awareness of museum content and related themes and subject areas including, but not limited to: New York City history, mass transportation, STEAM, sustainability, and immigration. The incumbent is responsible for training, coordinating and managing staff to continually improve the museum experience at the New York Transit Museum to encourage visitation, develop a community of repeat visitors, and create a sense of awareness that the New York Transit Museum is a destination for family and multigenerational audiences.

As a Manager-on-Duty, this key holder position is a supervisor across the Museum during weekday and weekend hours, creatively problem-solving to ensure smooth operations across the institution.

## **Essential Functions:**

- With the Assistant Deputy Director, Education and Public Programs, establish goals and objectives for experiences that serve multigenerational audiences and support the Museum's mission, and conceptualize the next phase in the Museum’s Family Programs and Visitor Experience growth.

- Conduct visitor studies and evaluation to better understand the needs of the Museum's visitors and their interests.
- Work closely with staff across the Museum to set a standard for the highest quality visitor experience at the Museum and provide resources and training for all colleagues on how to provide excellent customer service.
- Become familiar with Museum content and programming across all audiences to be an ambassador for all Museum initiatives, including exhibits and programming.
- Work with the Museum's Marketing Department on digital and print marketing efforts for programs.
- Oversee family programming during the week and on weekends and solidify a family programs pedagogy for the Museum. Evaluate and train part-time teaching staff to implement high-quality family experiences.
- Manage birthday parties for children including supervising part-time staff, and assessing policies, content, and workflow and making updates as needed, to provide high quality experiences that meet the goals of the visitors and the Museum.
- Lead Museum programs as needed, including family programs and public tours.
- Represent the New York Transit Museum in the broader cultural community with the goals of raising the Museum's profile and developing strong partnerships for program collaboration.
- Work with partner organizations and presenters on family programming both onsite and offsite.
- Prepare budgets, monitor expenses, track attendance, and purchase program materials. Handle additional administrative work associated with family programs and visitor experience. Prepare monthly, annual, and program-specific reports on attendance and revenue.
- Develop and implement training materials and resources for part-time staff.
- Become adept at utilizing the Altru database and Museum website to manage all aspects of listing multigenerational programs.
- Remain active in the fields of museum education and visitor experience, participate in professional conferences and networks, and seek opportunities to present on New York Transit Museum initiatives.
- Supervise staff, perform annual employee evaluations, and perform other administrative duties related to the management of this staff as necessary.
- With Assistant Deputy Director, develop systems and instruments for evaluating programs, to inform goals and long-term public programs planning.

## **Qualifications**

- Bachelor's Degree in history, urban planning, education, museum studies, arts administration or a related field; Master's degree a plus.
- At least 3 years of experience in museum program development and implementation for multigenerational visitors.
- Interest in or knowledge of New York City history, public transportation, and urban planning.
- Demonstrated experience creating, coordinating, and delivering creative, high-quality, programs.

- Exceptional customer service, organizational, and multi-tasking skills, with strong attention to detail.
- Exceptional communication skills, particularly written skills.
- WordPress and ticketing database experience a plus.
- Commitment to working collaboratively.
- High energy, strong motivation and a hands-on work ethic. Patience and a sense of humor

#### **ABOUT THE NEW YORK TRANSIT MUSEUM:**

The New York Transit Museum is the largest museum in the United States devoted to urban public transportation history, and one of the premier institutions of its kind in the world. The Museum explores the development of the greater New York metropolitan region through the presentation of exhibitions, tours, educational programs, and workshops dealing with the cultural, social, and technological history of public transportation. Since its inception over 40 years ago, the Museum, has grown in scope and popularity. The Museum also maintains a gallery annex at Grand Central Terminal, an archive and an off-site 14,000 sf collections storage facility. As custodian and interpreter of the region's extensive public transportation networks, the Museum strives to share, through its public programs, this rich and vibrant history with local, regional, and international audiences.

The Family Programs and Visitor Experience Manager position is employed by the Museum's non-profit affiliate, Friends of the New York Transit Museum.

#### **APPLICATION:**

**Qualified individuals interested in this job opening must apply by e-mail. Resume and cover letter should be sent as .doc or PDF to Angela Agard at [angela.agard@nyct.com](mailto:angela.agard@nyct.com) Specify subject as *Family Programs and Visitor Experience Manager*.**

**Due to high volume of applicants, only those who qualify for an interview will be contacted.**

**Submission Deadline: June 1, 2019**

***Friends of the New York Transit Museum is an Equal Opportunity Employer.***