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## MEMBERSHIP + VISITOR SERVICES OFFICER

### ROLE DESCRIPTION

The Membership + Visitor Services Officer oversees all day-to-day operations of the Museum Shop and visitor services desk with the intention to strategically improve the Museum's in-house and online retail and admissions activities. The Membership + Visitor Services Officer also coordinates all membership-related activities, including maintaining the Museum's membership records and coordinating members-only special events. This is a hands-on position requiring creativity, initiative, and a solution-focused attitude. The successful candidate will possess the necessary skills to promote and elevate both an online and in-house store while upholding an environment of exceptional visitor and membership experience.

### RESPONSIBILITIES

Retail Services - 50%

Visitor Services 40%

Members Services 10%

#### Retail

- Order, receive and manage all store inventory both in-house and online.
- Oversee merchandising plan of the museum shop, implementing regular changes to the store displays.
- Maximize the online retail operations including ensuring good customer service, product delivery and regular updates and improvements to the site.
- Execute a sales promotion plan for the year.
- Develop store and museum marketing and promotion plans.
- Develop wholesale supplier relationships with relevant retailers and support the development of new branded products. Uphold the museum's mission of supporting artist products that are made in Canmore/Bow Valley.
- Maintain and build the stability and reputation of the museum store by complying with all legal requirements.
- Create, manage and meet the budget of the in-house and online retail store.
- Lead promotional opportunities like outreach and pop-up shop events.
- Work with Museum staff to ensure store merchandise is relevant to the Museum's mission, exhibitions and programs and maximize financial returns.
- Ensure the availability of merchandise and consigned goods by approving contracts, maintaining inventories, and building and supporting relationships.

### **Visitor Services**

- Create a climate of excellent customer service and provide customer service.
- Provide visitor information services, working with local tourism partners to maintain current working knowledge of visitor amenities and attractions in Canmore and the Bow Valley; maintain the visitor information rack.
- Ensure the front of house and Visitor Services area is tidy, clean, and welcoming for visitors.
- Interview and train Visitor Services volunteers. Provide leadership and assistance when necessary to the Membership + Visitor Services volunteers.
- Assist Membership + Visitor Services volunteers with shop operations, providing training updates as required.
- Tracking and maintaining daily visitor and program attendance statistics.

### **Membership Services**

- Maintain membership records and process membership purchases and renewals.
- Develops and implements events and outreach for current members and prepares a plan to grow membership at the Museum.
- Process donations made in person.
- Maintain the volunteer database and statistics.

### **Administration**

- Provide phone reception for the museum's visitor services phone line,
- Respond to general inbox emails and inquiries.
- Assist with special events for visitors.
- Develop weekly social media posts for the Museum's Facebook and Instagram platforms.
- Undertake visitor research and analysis including visitor exit surveys, program evaluation surveys, and other community-based research as identified and assigned within the broader strategic direction of the Canmore Museum Re-Imagined strategy.

## **WORK ENVIRONMENT**

The Membership and Visitor Services Officer is one of four positions that form the Core Team who oversee the functions of museum practice and operations at the Canmore Museum. As such, this position assists in the development and monitoring of multi-year strategic plans, annual business plans, and budgets in collaboration with the Core Team.

The Canmore Museum has recently adopted the **Social Museum model**. In embracing this model, the Canmore Museum endeavors to become more OF the community, BY the community and FOR ALL the community. The social museum model is an innovative new approach that embraces community making and community building and has been championed by global cultural leaders such as Nina Simon, author of the books *The Participatory Museum* and *The Art of Relevance*, and founder of the Of/By/For All Change Network as well as Jasper Visser, author of *From Social Media to Social Museum*. Social/community sustainability, social bridging, social cohesion, social capital and community engagement are all hallmark objectives of a social museum.

As a Social Museum, the Canmore Museum is committed to fostering an inclusive, accessible environment where all employees and members of the public feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of the public and the communities in which we live and serve.

## **JOB QUALIFICATIONS**

The Ideal Candidate Will Have:

- A Bachelor of Arts degree in business, history, education, science, or museum management.
- Progressive retail experience with a minimum of 2 year's retail management experience, ideally in a museum/art gallery environment. This includes merchandising, ordering, tracking sales, inventory, cash handling, cash registers, banking, and POS systems.
- Experience with statistics, budgets, day-to-day cash management, and bookkeeping.
- Excellent communication, time management, diplomatic, networking and people skills. Ability to maintain healthy working relationships.
- Computer skills including POS systems (Square preferred), MS Office, and Google Workspace. Familiarity with Adobe InDesign, Illustrator, Photoshop, Publisher, and Canva is an asset.
- Experience planning and implementing community programs and special events for various age groups, including preparation of marketing and promotional material.
- Experience developing high-quality social media content.
- Knowledge and enthusiasm about the history and/or geology of Canmore and the Bow Valley.

## **HOW TO APPLY**

Join the team at the Canmore Museum at an exciting point in the organization's trajectory. Together, the Board of Directors and staff at the Canmore Museum are forging the path to redefine what it means to be a museum and cultural space in today's world. Our focus is authenticity and relevance, through innovative methods of storytelling, collaborating and sharing. This includes planning for a new space for the community to gather and learn.

The Canmore Museum offers a benefit and vacation/personal time off package, a competitive salary, and a collaborative work environment.

We thank all candidates for their interest, however only those selected for an interview will be contacted.

Deadline for applications is June 30; however, the position will remain open until an ideal candidate is found. Interested candidates are invited to submit a detailed resume and cover letter to:

**Ron Ulrich, Executive Officer** | [hr@canmoremuseum.com](mailto:hr@canmoremuseum.com).