



**OUR VISION:** To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

**Position:** Visitor Experience Manager

**Reports to:** Visitor Experience Manager

## PURPOSE OF THE ROLE

Reporting to the Public Programmes Manager, the Visitor Experience Manager is responsible for leading the development and delivery of MOTAT programmes and events. This position leads the Visitor Experience Designer, Developer, Technician, and Events Coordinators. The position is required to work collaboratively to deliver innovative experiences and events designed to both achieve MOTAT’s vision of being a lightbulb institution and increase visitation at the Museum.

This is a creative, hands-on position, which requires work outside of core business hours to deliver and continually improve MOTAT’s unique programme of experiences and events.

## RESPONSIBILITIES

- Manage MOTAT’s Visitor Experience team, fostering collaboration and mutual support among the various employees, to achieve the shared objective of delivering high-quality, innovative experiences for MOTAT visitors.
- Develop a timetable and budget for managing the delivery of MOTAT experiences and events; reporting regularly to the Public Programmes Manager on experience event delivery deadlines and targets.
- Develop and regularly review outreach opportunities that extend the visitor experience.
- Lead the delivery of all MOTAT experience and events, empowering the team to use their skills and experience and working creatively to continually improve the MOTAT visitor experience.
- Negotiate and maintain relevant service and facility procurement arrangements to ensure the successful delivery of all experiences and events.
- Review and approve content, creative, and production for experiences and events.
- Ensure every experience and event has a component of potential visitor involvement for visitors after they leave the MOTAT site/s.
- Work closely with the Marketing & Communications team to coordinate the identification of the various visitor groups to ensure that the Museum develops and caters to the needs of these identified target groups.
- Work closely with the Exhibitions team to ensure the maximisation of experience and events opportunities through integrated planning and alignment.
- Work closely with the Digital Engagement Manager to identify the visitor groups and ensure that MOTAT is delivering an experience that meets their wants and needs.

- Work closely with the Property & Security Manager and other managers to proactively identify and resolve site issues that may impact on experience and/or event delivery.
- Ensure that MOTAT's collection is considered and well-managed and where relevant integrated into events and experience programmes.
- Ensure that MOTAT's collection operations are both considered when planning events and leveraged / promoted as part of the experience, as appropriate, working collaboratively with the Collection Operations Coordinator to achieve.
- Ensure that all experience and events are clearly communicated to the team and resources provided so that the Visitor Services Hosts are able to provide a great experience every time.
- Identify opportunities for aligning experience and event delivery with retail and other offerings at the Museum, working with the relevant managers to achieve this.
- Remain current on trends particularly within the museum and tourism environments.
- Ensure that the necessary internal and external approvals / agreements are sought, gained and implemented for all experiences and events that are delivered at MOTAT.
- Ensure that health and safety is an integral element of experience and event delivery and planning, working closely with the People & Culture team to achieve this.
- Contribute to the enhancement of the MOTAT experience by continually evaluating and reporting programme success and areas of improvement to the Public Programmes Manager.
- Provide on-the-ground support for experience event setups and event days, as required.
- Proactively seek opportunities to observe and support experiences and events, to gain a clear understanding of how they work within the MOTAT context.
- Take accountability for the prompt resolution of any feedback, complaints or customer issues related to programme and event delivery.
- Follow all museum policies and procedures, including, but not limited to Health & Safety and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

## KEY PERFORMANCE INDICATORS

- Effective leadership of MOTAT's Visitor Experience team, meeting KPIs and expectations as set by the Public Programmes Manager.
- Proactive engagement with all experiences and events delivered by the team.
- Delivery of experience and events on time, on budget, and to the expected standard.
- Increased visitation as set out in the Annual Plan.

## KEY RELATIONSHIPS / DELEGATED AUTHORITY

**Responsible for:** Visitor Experience Team

**Internal Liaison:** Marketing & Communications Team, Collection Operations Coordinator, Visitor Services Coordinator, People & Culture Team, Property & Security Team, MOTAT Team

**External Liaison:** Suppliers, Contractors, Museum Visitors

## BUDGETARY AUTHORITIES

TBA

## SKILLS & EXPERIENCE

- Minimum 5 years' experience programme development and delivery, ideally from a public events or theatrical background.
- Event planning and coordination experience with a drive for creativity.
- Interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Demonstrated experience working in a deadline-driven events environment.
- Excellent people management experience; experience leading events, experience delivery, or creative teams preferred.
- Demonstrated skills in handling changing and competing demands on time, with operational experience running public events and troubleshooting issues.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook).
- Demonstrated enthusiasm and passion for delivering memorable experiences.
- Experience managing budgets and project plans.

## OUR VALUES

### Ō MĀTUA UARA

<b>Innovation</b>	We will be courageous and try new things.
<b>Collaboration</b>	We will work as a team that respects and supports others.
<b>Integrity</b>	We will act ethically and with respect and transparency.
<b>Sustainability</b>	We will foster knowledge and promote technology that is beneficial to our community.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.