



EMPLOYEE JOB DESCRIPTION

TITLE: Admissions and Database Coordinator
DEPT: Visitor Engagement
REPORTS TO: Director of Visitor Experience
SUPERVISES: Visitor Experience staff, when Director of Visitor Experience is not present
FLSA STATUS: Full-time, Exempt

SUMMARY OF RESPONSIBILITIES:

Responsible for upholding HMG policies and procedures while facilitating a safe, positive, and engaging experience for museum visitors, and for acting as an available resource and support for staff. Primary duties include: 1) supporting front-line positions related to ticketing and information services, including processing admissions, membership, and public programs registration transactions, and answering general telephone and email inquiries about HMG; 2) providing database support and management with a focus on program construction and admissions data organization; 3) facilitating the school group visit process, and 4) serving as Lead as scheduled, assisting with supervising the Visitor Experience staff and managing daily operations when the Director of Visitor Experience is not present.

SPECIFIC RESPONSIBILITIES:

Admissions and Information Services

1. Support front-line Admission Associates in responsibilities related to ticketing and information services. Fulfill position requirements and responsibilities of Admissions Associate as needed. Model duties and exceptional standards of customer service, teamwork, and communication. Respond to visitor questions, comments, and concerns. Communicate visitor feedback to Director of Visitor Experience as necessary. Serve as a resource for museum visitors and staff.
2. Answer HMG's telephone operator line and info@ and tickets@ emails. Appropriately assist visitors with questions, admission ticket and membership purchases, and provide admissions assistance. Be informed about and effectively share accurate information regarding current exhibits, programs, events, daily operations, Development opportunities, and museum policies and procedures. Provide orientation information about the galleries and gardens, and directional services both at HMG (e.g., bathroom, food service, etc.) and for the community (eg. transportation services, local points of interest, etc.).
3. Track types of phone calls and emails received. Understand which department should receive questions or messages and forward appropriately and in a timely fashion. Must be able to use discretion when handling sensitive personal information about patrons, and follow all protocols and procedures to protect confidential information about members and patrons.

Database Management

1. Maintain organization for the Visitor Engagement team in the Altru system including retrieval of statistical data, troubleshooting database issues, and implementing database procedures and protocols.
2. Assist Director of Visitor Experience with database clerical tasks, including but not limited to: recording statistics, maintaining daily admissions and financial operations database, and researching museum best practice tools and strategies. Complete preparation work as needed to maintain organization within the department.

3. Process admissions and any fees paid for programs, memberships, and events through the Altru customer relationship management system. Assist visitors with rescheduling or with refunds as necessary. Ensure that cash (including all tenders) is handled accurately and that drawers are balanced to zero at the end of shifts.
4. Assist with membership check-ins, renewals, and actively promote and sell annual memberships to new patrons. Answer questions and provide detailed information regarding benefits of becoming an annual member. Assist with maintaining membership database records.
5. Enter school/youth group bookings using the Group Reservation system in the Altru database. Schedule guided and self-guided tours in coordination with the Director of Visitor Experience to ensure the availability of appropriate staffing resources. Assist with rescheduling or with processing refunds as necessary. Maintain group attendance statistics. Monitor and report group sales against targets monthly and as requested.
6. Manage administrative tasks in the Altru customer relationship management database, including building and updating programs and events, assisting with program registration transactions such as selling or rescheduling programs, checking in program participants, and supporting program and event operations as needed.

School/Youth Group Sales

7. Manage all aspects of the school/youth group visit process, following procedures detailed in the Group Sales Policy. Respond to school/youth group inquiries via email or telephone, providing information and assistance to group contacts. Redirect adult group tours to the appropriate contacts.
8. Manage communications with group contacts in a prompt and professional manner. Send group visit confirmations and Altru-generated receipts, along with additional materials specific to school/youth group visits. Follow up to secure group counts at designated time posts.
9. Manage the arrival and check-in process for group, including preparing group welcome packets and arranging for groups to be greeted.
10. Coordinate recording of group attendance numbers and processing of group payments with Admissions Associates. Work in collaboration with the Manager of Finance and Human Resources to coordinate direct billing for approved contracts and the invoicing of groups.
11. Coordinate internal communication regarding school/youth group visits. Prepare reports detailing upcoming visits weekly for sharing at Operations Meetings and directly with the Manager of Group Sales and Functions, Director of Visitor Experience, Security Supervisor, and the Café Manager.

Visitor Experience

12. As scheduled, serve as Lead, supervising the Visitor Experience staff and making front-line operations decisions when the Manager of Visitor Experience is not available. If the Visitor Engagement Coordinator or the Visitor Experience Lead is on-site, work with them to approve decisions. When in supervisory role, arrive one hour early and assess the staffing schedule, check messages, filling vacant positions and making scheduling modifications as necessary. Facilitate daily Morning Meetings, presenting information regarding the museum's daily events, enabling staff to understand and communicate clearly and accurately with visitors. Lead discussion of pertinent topics, facilitate peer sharing, provide opportunities for staff to share feedback, and foster good working relationships. Rotate through the museum regularly during the day to check in with team members, providing support, and addressing any needs as they arise. Take initiative and use sound judgment to resolve safety, security, or personnel issues in a timely manner while remaining calm and clear-headed. Demonstrate willingness to flexibly assist other staff as needed and to work as part of a larger team.
13. Understand and facilitate the Visitor Experience staff duties in all areas including: Resolving scheduling challenges; opening/closing buildings and areas as scheduled, following established procedures; set-up/clean-up

of programs; and aiding in daily operations. Follow and assume responsibility for interpreting and enforcing program policies and rules in order to provide a safe environment for participants, museum visitors, and staff.

14. Model duties of front-line positions and exceptional standards of customer service, teamwork, communication, and interpretation. Respond to visitor questions, comments, and concerns. Communicate visitor feedback to Director of Visitor Experience as necessary. Serve as a resource for museum visitors and staff. Work collaboratively with the Director of Visitor Experience to provide a unified expectation for the Visitor Experience staff.

Organizational Support

15. Provide administrative support to the Visitor Engagement Team, including but not limited to: institutional scheduling/calendaring, supply ordering, materials preparation, processing emails and phone messages, Altru data entry and reporting, and conducting research projects. Complete preparation work as needed to maintain organization within the department.
16. Work collegially and collaboratively with other departments to ensure good communication and to appropriately facilitate resolving challenges that arise, ensuring safety of staff, visitors, facilities, and collections.
17. Project a positive image, serving as an ambassador for the museum both at HMG and while out in the public.
18. Perform all other duties as assigned by the Director of Visitor Experience, Chief Programs Officer, or the President & CEO.

REQUIREMENTS:

- Bachelor's degree in related field.
- Minimum of two years of previous experience in customer service positions. Previous museum experience preferred.
- Exceptional customer service skills, commitment to teamwork, excellent communication and strong interpersonal skills.
- Comfort working both independently and collaboratively as a member of a team.
- Must enjoy working with all members of the public and be comfortable with face-to-face, telephone, and email communication.
- Ability to exercise sound judgment, abide by and enforce policies, and provide hospitality-driven problem solving.
- Organizational skill and attention to detail.
- Experience and comfort with technology, including point of sale systems, databases, and the Microsoft Office suite. Experience with customer relationship management systems is desired.
- Ability to work a flexible schedule, including evening and weekend work.
- Willingness to work outdoors, including in uncomfortable weather or conditions.
- Must be able to lift 30 pounds unassisted and be on your feet for extended periods of time.
- Must be at least 18 years of age and complete certification program to operate carousel.
- This position is subject to criminal background records checks.

Approved by: _____
Admissions and Database Coordinator Signature Date

Approved by: _____

Director of Visitor Experience Signature Date