



ASSOCIATE DIRECTOR OF GUEST RELATIONS

Classification: Full-Time, Exempt

The Country Music Hall of Fame® and Museum, Department of Museum Sales & Guest Relations

Applications are accepted electronically HResources@countrymusicHalloffame.org

The Country Music Hall of Fame® and Museum has an opening for a full-time exempt Associate Director, Guest Relations, in the Museum Sales & Guest Relations Department.

Company Overview: The Country Music Hall of Fame® and Museum seeks to collect, preserve, and interpret the evolving history and traditions of country music. Through exhibits, publications, and educational programs, the museum teaches its diverse audiences about the enduring beauty and cultural importance of country music.

Job Overview: The Museum Sales and Guest Relations department is responsible for admission sales and revenue for the Museum, Hatch Show Print Tours, Historic RCA Studio B Tours, and other publicly ticketed events and programs. It manages staff that impacts the guest experience, such as but not limited to box office sales, Information Desk, Membership Desk, greeters, tour guides, reservationists and ushers all while providing excellent customer service and hitting revenue goals.

Reporting to and working closely with the Director of Museum Sales and Guest Relations, this position requires a strong leader with the capability to be equal parts service driven and analytical with a background in guest services, sales, operations/logistics and staff management. Experience includes overseeing a management team of two, a Guest Relations Specialist frontline team of fifty. Requires management of multiple projects in a very fast-pace environment while working with staff and other departments throughout the organization to ensure the guests experience is top of mind all while making sure the area's revenue goals are achieved.

Specific Job Duties:

- Oversee daily operations of frontline staff to include Box Office, Information and Membership Desk, tour guides (Historic RCA Studio B and Hatch Show Print), gallery staff, and tour bus drivers.
- Effectively manage a management staff of three that will assist with overall departmental operations and needs.
- Motivate and provide guidance in order to achieve sales goals and stay on top of guest experience needs.
- Effectively maintain a positive and productive environment for staff.
- Work with the department's director and others on strategic planning and best practices for the area.
- Work with Development on growing membership base and providing great customer service.
- Oversee the hiring, training and all other HR-related responsibilities for the area.
- Provide effective communication to and between other management levels, departments, and staff.
- Be lead representation at meetings for this area's scope of responsibilities and build strong working relationships with other departments to ensure a productive environment.



- Oversee all reporting requirements associated with wages, sales, revenue, commissions, events, schedules, etc.
- Ensure on-property marketing materials and needs are updated, distributed and facilitated properly.
- Assist with creating and managing budget items related to area.
- Effectively project and manage staff wages.
- Must be able to learn current POS system (Tessitura/EMS) and work with IT to ensure the evolution of the system to help support the area and visitors.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree in related field
- 5 years' experience in related areas
- Experience with basic accounting fundamentals
- Must be proficient in Microsoft Office with an emphasis on Excel

Preferred Qualifications:

- Experience in the hospitality and tourism industry
- Experience with use of analytics to help manage existing standards and set new benchmarks.

Essential Competencies (Knowledge, Skills and abilities needed for success in the position):

- Ability to multitask without lot of direction
- Strong verbal and written communication skills
- Ability to anticipate, adapt to ever-changing environment, manage expectations along with a great deal of initiative
- Must be very organized as well as work well under time constraints while meeting multiple deadlines and keeping a positive "can do" attitude.

Conditions of Employment:

- Required to work flexible hours as needed for certain events.