



## **PHM JOB DESCRIPTION:**

### **Director of Visitor Experience**

The Director of Visitor Experience leads our frontline team and is responsible for ensuring that every public interaction with the Pilgrim Society and Pilgrim Hall Museum is welcoming, seamless, and memorable—whether guests are arriving for a museum visit, public programs, student or group tours, member events, meetings, research visits, or other institutional or private gatherings.

This role oversees all day-to-day visitor and museum operations and leads staff and volunteers in delivering tours, greeting guests, and representing the Museum to the public. The successful candidate is a high-energy, superbly organized leader who thrives in a busy environment, excels in working smoothly with others, and is committed to achieving a high standard for guest engagement and museum operations.

Explore the full job description below.

**Pilgrim Hall Museum**  
**Director of Visitor Experience**

**Reports to: Executive Director**

**Location: On-site | Pilgrim Hall Museum, 75 Court Street, Plymouth, MA**

**About the Pilgrim Society & Pilgrim Hall Museum**

The Pilgrim Society and Pilgrim Hall Museum is a member-based and donor-supported nonprofit established in 1820 to preserve and share Plymouth's uniquely significant story. Our flagship historic venue is the nation's oldest continuously running museum and has been open to the public for over two centuries. The organization stewards an unsurpassed collection related to the history of the Pilgrims, the Indigenous Wampanoag people of the region, and America's beginnings in early Plymouth.

The Society's mission is to foster thoughtful understandings of the *Mayflower* Pilgrims, the Wampanoag people, and the complex evolution of Plymouth as an impactful narrative of America's history. We are committed to telling this story with historical accuracy, inclusion, and recognition for histories that traditionally have been submerged, silenced, or erased.

With an annual calendar of tours, programs, and community events, the Society's strategic vision is to sustain and grow as a valued cultural institution and a resource on Plymouth's nationally significant history.

We embrace institutional excellence as an accredited museum and our team works together to ensure that every visitor, member, volunteer, donor, school group, and community partner experiences Pilgrim Hall Museum at its very best.

**Position Overview**

The Director of Visitor Experience is the Museum's front-of-house supervisor: the person responsible for ensuring that every public interaction at Pilgrim Hall Museum is welcoming, seamless, and memorable—whether guests are arriving for a museum visit, a tour, a public program, a member event, or a private rental. This role oversees day-to-day visitor and museum operations and leads staff and volunteers in delivering tours, greeting guests, and representing the Society to the public. The successful candidate is a high-energy, highly organized and detail-oriented leader who thrives in a demanding environment and who takes pride in setting a high standard for guest engagement and the operational needs of an accredited institution.

## **Key Responsibilities**

### **1) Visitor Experience & Front-of-House Operations**

Ensure Museum is open, staffed, secure, welcoming, and visitor-ready during the public season (currently March–December), working closely with the Executive Director

Oversee and maintain a consistent high standard for cleanliness, presentation, reception, orientation, wayfinding, and flow

Serve as an on-site leader who can calmly troubleshoot issues, manage and support staff/volunteers, and maintain excellent visitor service under pressure

Ensure Museum procedures and policies are communicated, understood and followed by frontline staff and volunteers

Provide friendly, accurate, and prompt responses to visitor questions in person, by phone, and online

Ensure all frontline materials, instruction, equipment, and supplies are consistently provided, available, and restocked and updated as needed

### **2) Tours & Program Management**

Learn and confidently deliver core museum tours; train and supervise volunteer gallery guides; coordinate specialized tours with senior staff; periodically review and evaluate content and methods and recommend constructive changes

Maintain, coordinate, and develop all tour and program outreach, communications, and scheduling, and coordinate related staffing needs across the organization

Ensure tour and program resources, including all materials, supplies, and signage, are available, prepared and set up in timely manner for scheduled activities, and updated as needed

Work with the Executive Director on content development for tours and programs, and on tour and program guidelines for staff and volunteers

Assist on regular basis with marketing and promotion activities to drive visitation, including social media

### **3) Staff & Volunteer Leadership**

Oversee and support the recruitment, training, scheduling, time-keeping and daily performance of front-line staff and volunteers (front desk, museum shop, gallery guides)

Meet weekly with Executive Director to communicate and report on activities; coordinate regularly with senior museum staff to support public engagement programs and activities

Coordinate with the Executive Director and HR to document and streamline front-of-house policies and procedures, including contributing to Volunteer Handbook and Employee Manual updates and revision

Partner with staff to support volunteer communications, ongoing training, and ongoing volunteer recognition

### **4) Admissions, Retail, Membership & Visitor Revenue**

Supervise and manage all front desk operations, including reception, admissions, membership sales, ticketing, security monitoring

Supervise and manage Museum Shop, including operations, transactions, stocking, displays, inventory, loss prevention, and reordering through assigned staff

Ensure staff and volunteers understand and follow policies and procedures related to frontline reception, visitor admissions, security and safety, retail operations, cash handling, and point-of-sale systems

Train staff and volunteers in secure and consistent cash-handling and information-handling processes

Track and report monthly metrics (visitation, tour attendance, program participation, rentals) to support planning and growth

### **5) Group Tours & Field Trips**

Oversee group tour business and serve as point-of-contact for tour and group coordinators

Manage tour/programs calendar and coordinate group logistics from booking to arrival, including confirmations, staffing plans, and coordinating payment/invoicing with Finance Manager

Assist with development of field trip program to grow school and group visitation

## **6) Public Programs & Member Engagement**

Ensure friendly and seamless welcoming experience for members and their guests at events, programs and museum visits

Serve as a key operations leader for a range of events throughout the year, including offsite programs and institutional events

Partner with museum staff to help deliver high-quality member and public programs/events

## **7) Administration**

Serve as an Officer of the Day as assigned by the Executive Director, able to oversee all daily operations of the Museum.

Maintain log of all frontline and program volunteer hours and compile monthly and annual reports.

Develop and implement visitor satisfaction tools including surveys, review monitoring and tagging the Society in social posts; train staff and volunteers to support these efforts

Assist in strengthening the Museum's digital visitor engagement through the website and social media, including creating/implementing a workplan for annual schedule of posts, organizing existing assets, and helping identify future content priorities

Prepare for and attend quarterly meetings of the Pilgrim Society Board of Trustees

Prepare for and attend (as schedule allows) monthly Education Committee meetings and other organizational or community meetings as assigned by Executive Director

Other duties as assigned.

## **Qualifications**

The ideal candidate is energized by engaging the public and by working with museum colleagues, proud of operational excellence, and motivated by the opportunity to bring new vitality to a historic organization.

## **Required / Strongly Preferred**

● Demonstrated commitment to delivering a first-rate museum experience ● High energy, professionalism, warmth, and confidence in a front-facing leadership role ● Excellent organizational skills and the ability to smoothly manage multiple priorities independently ● Strong interpersonal skills and a collaborative, team-oriented approach ● At least 2 years of

experience in a customer service, visitor services, retail, hospitality, or public-facing role ● At least 2 years of supervisory experience, including coaching and managing staff/volunteers ● Commitment to learn Plymouth history ● Comfort with technology and data systems, and point-of-sale tools (Square a plus) ● Proficiency with Microsoft Office (Outlook, Word, Excel) and web-based tools; social media proficiency ● A cheerful, capable problem-solver who stays calm under pressure ● Strong awareness of visitor needs and comfort and willingness to assist guests ● Ability to set up tables, chairs, safely handle and use ladders up to 8-ft; and lift and move up to 30 lbs. ● Availability for evening and holiday programming

Education Bachelor's degree preferred; background or interest in history is a plus

### **Schedule & Working Conditions**

This is a full-time (35+hours/week), on-site position based in Plymouth. Schedule includes at least one weekend day, typically Wednesday–Saturday, 9:00 AM–5:00 PM, with at least one evening event per month and occasional holiday and special event hours, including Thanksgiving Day.

The Director of Visitor Experience supervises the Museum Educator and manages the volunteer front desk and gallery guide program. This position reports to the Executive Director and is a key member of the management team.

### **Compensation & Benefits**

\$25-\$28 hourly rate, commensurate with experience.

Benefits include paid vacation and holidays, plus support for professional development for qualified employees. The Museum does not currently offer a traditional employer-sponsored health insurance plan.

### **To Apply**

Please send your resume and cover letter to [development@pilgrimhall.org](mailto:development@pilgrimhall.org) with APPLICATION – DIRECTOR OF VISITOR EXPERIENCE in the subject line.

### **Anti-Discrimination Policy**

The Pilgrim Society and Pilgrim Hall Museum does not discriminate against applicants or employees on the basis of race, gender, sexual orientation, ethnicity, disability, religion, national origin, marital status, veteran status, age, or any other characteristic protected under applicable federal or state law.