National Law Enforcement Officers Memorial Fund
Job Description

Position: Director of Visitor Services and Retail Operations

Reports to: Executive Director

Direct Reports: Assistant Visitor Services Manager, Leads and Associates; Retail Manager

Position Description:
The Director of Visitor Services and Retail Operations is integral to ensuring that the National Law Enforcement Memorial and Museum campus is a welcoming, accessible, and engaging site for visitors. The position is responsible for implementing organization-wide customer service standards; improving the accessibility of our campus for visitors; and overseeing all aspects of front-of-house operations. Working closely with the Museum Leadership Team, this position is responsible for bringing a visitor-centered perspective during development and implementation of new exhibits, events, programs and retail operations.

Primary Areas of Responsibility:

- Oversee the operation of the front of house admissions areas, which includes daily ticket sales; membership sales; new visitor orientation; the Museum store, cafe and customer service throughout our campus.
- Manage staff including the Visitor Services Assistant Manager, Leads and Associates; and Retail Manager.
- Work with the Executive Director to prepare and manage the operational and personnel budgets for the Visitor Services and Retail Operation departments.
- Track Museum admission and retail revenue and analyze trends.
- Manage online-based point of sale and membership software.
- Develop and implement strategic and business plans for retail operations in collaboration with the Retail Manager.
- Maximize sales performance, providing monthly reports on store sales.
- Work collaboratively with Marketing on promoting all items within the online store.
- Maintain vendor and customer relationships.
- Work with the Finance Department to oversee cash-handling procedures and maintain accurate counts and financial records. Supervise point of sale and online transaction and register closeouts.
- Inspect and monitor the museum’s facilities and exhibits to ensure that the facility is in good conditions and that visitors are properly served. Ensure that all signage is updated to date.
- Provide ongoing documentation as required to communicate institution wide understanding of visitor attendance and trends.
- Other activities as may be assigned.

Knowledge/Skills/Abilities:
- Bachelor’s degree, and three to five years' experience in museum environment or public institution setting required.
- Experience handling money and working in a public-facing position required.
- Experience in a managerial role, mentoring, supervising and fostering accountability.
- Experience with point of sale or database software required. Experience with SalesVu and Tessitura preferred.
- Demonstrated ability to take initiative and handle multiple tasks.
- Exemplary verbal, written communication, and project management skills.
- Flexible and passionate about creating and keeping a high-quality guest experience
- Proficient with PCs and Microsoft Office

Working Conditions:
- Must be able to lift up to 50 pounds.
- Position requires frequent, sustained periods of sitting, as well as standing and movement.
- Work is performed on-site in Washington, DC.
- Position will involve an increased workload during the National Police Week.
- Must be able to work evenings and weekends as needed.

To apply, please send a resume and cover letter explaining your interest in the position and salary requirements to resume@nleomf.org.