



Position Announcement/Description

**Director of Visitor Services  
Midland Center for the Arts  
Midland, MI**

**Classification:** Full Time Exempt

**About Midland Center for the Arts**

A cultural destination in the heart of Michigan, the Midland Center for the Arts is on a dynamic course of growth and change in preparation for celebrating its 50<sup>th</sup> anniversary in the coming years. The Center's unique business and program model creates unusual and exciting opportunities. The Center features a four-story museum of science and art, a 1500 seat proscenium theater and a separate 400 seat theater housed within an architecturally significant mid-century modern building, and also an off-site history center comprised of historical homes and museum facilities. In addition to museum programming and performing arts presenting, the Midland Symphony Orchestra, a professional regional symphony, and the Center Stage community theatre and choirs all fall under the Center's umbrella.

**Position Concept:**

Under the supervision of VP of Operations & Guest Experience, this full time exempt position is responsible for the daily activities required to manage the Front of House Services, Event Services and Center Hospitality LLC areas of the Midland Center for the Arts. By providing professional visitor service support in the planning, organization and management of all events by performing the following duties personally or through direct reports, which include coordinators and managers.

**Principal Duties and Responsibilities:**

This role is a highly visible service oriented key staff leader that supervises, monitors, trains, and re-enforces a culture of high levels of customer oriented service with internal and external customers.

**Front of House and Event Management**

- Responsible for oversight of all front-of-house and event logistics including concessions/F&B, staff and volunteers, patron experience and patron safety.
- Attends and actively participates in planning and organization meetings in support of areas directly assigned to provide successful definable outcomes.
- Develops written standard operating procedures for all assigned areas including monitoring and reviewing those procedures for quality control and compliance.
- Management and supervision responsibilities include interviewing, hiring and training employees; taking direct personal action, planning, assigning and directing work; appraising performance and rewarding or disciplining employees in conjunction with Human Resources; addressing complaints and solving problems associated with assigned staff and volunteers
- Ongoing participation, review, training, updating and distribution of all facility emergency plans and actions. Acting as our key person responsible for overall guest safety in the facility.

- Ensures completion of an appropriate distribution of post event evaluations defining any issues that arise, including incidents which may be in violation of policies or laws or result in claims for damages and makes recommendations of how to prevent their re-occurrences
- Maintains the master facility calendar and is the in-house expert of facility calendar software, layout software and related programs.
- Ensures each staff member and volunteer is providing great experiences to our guests in a service orientated approach.
- Attends most performances, fostering great service oriented guest relations in a safe welcoming environment.
- Personally ensure our Front of House experiences are better than industry standards and be willing to take direct action to continually improve experiences.
- Ensures the Center is up to date on current volunteer management programs, practices and procedures used in most non-profit arts venues.
- Provides supervision of Volunteer Manager tasked with the ongoing evaluation of volunteer engagement and provides tactical direction to manager for successful completion of duties.

### **Facility Rentals and Sales**

- Responsible for oversight of Facility rentals including building the business and attracting new clients. Assist with developing strong relationships in the community that foster a positive image and meaningful experiences through volunteering, facility use or other interactions
- Provide direct support, coordination and implementation for event operations in compliance with expectations of the event, customers, production and executive management.
- Clearly communicates all event scope, schedules, deliverable dates, project status/action items and any other relevant information to the customer and internal staff
- Serve as a primary contact on large events and or assigns a primary coordinator to act as a contact for all events.
- Ensure all contacts receive prompt call back, prompt venue quotes and prompt invoicing upon event conclusion in accordance to venue standard operating procedures.
- Oversee the management of all aspects of Center food and beverage operations with the direct assistance of the Food and Beverage Manager.
- Obtain and maintain a ServSafe person in charge and TIPs alcohol management certification

### **Managing Key Relationships**

- Ensures effective communications with all assigned areas and facility management and technical services in order for the successful completion of events.
- Work with marketing team and program directors to enhance guest experience from parking lot to parking lot.
- Serve as a key spokesperson for the Center in the community – advocating for the work of the Center

### **Revenue Generation**

- Establish sales goals for facility use and hospitality areas and develop strategies with key managers to accomplish these goals annually
- Daily oversight and tracking of revenue and sales goals for facility use and hospitality.

### **Expense Management**

- Manages expenses on a day to day basis and identifies cost reduction and increased efficiency opportunities and makes recommendations.
- Manages Visitor Services areas based on annual budgets and Board approved strategic plans with an eye towards efficiencies and cost effectiveness.

**REQUIRED QUALIFICATIONS/EXPERIENCE/EDUCATION:**

- Desire to build a team that supports an organization that is growing and constantly working to be more relevant to our community
- Self-motivated, self-starter with a strong service oriented mentality
- Cool under pressure and a constant problem-solving attitude
- Excellent verbal and written communication skills
- Must be well organized, highly detailed, able to handle multiple task simultaneously while providing level headed problem solving skills.
- Ability to prioritize, identify critical issues and work toward definable results daily
- Proficient with computers, willing to learn new computer databases and systems.
- 5-8 years of previous event/ theater house management (preferred) or other related experience including supervision of people

**Availability/Hours**

- Must be able to work a very flexible schedule including weekdays, weekends, daytime into evenings based on facility and event schedules

**Application:**

Email Cover Letter and Resume to: [siegmund@midlandcenter.org](mailto:siegmund@midlandcenter.org)

Tina Siegmund

HR, Payroll & Benefits manager

Deadline: Open Until Filled