



Tō Mātau Moemoeā Our Vision is to use the past, present and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Visitor Experience Manager

Reports to: Head of Public Programmes

PURPOSE OF THE ROLE

Reporting to the Head of Public Programmes, the Visitor Experience Manager is responsible for leading the development and delivery of MOTAT's seasonal visitor programmes, experiences, and events.

This is a creative, hands-on position, which requires work outside of core business hours to deliver and continually improve MOTAT's unique programme of experiences and events. This position leads the Visitor Experience team and is required to work collaboratively with cross functional teams to deliver innovative experiences and events designed to both achieve MOTAT's vision and increase visitation at the Museum.

RESPONSIBILITIES

- Manage MOTAT's Visitor Experience team, fostering collaboration and mutual support among the various employees, to achieve the shared objective of delivering high-quality, innovative experiences for MOTAT visitors.
- Develop a timetable and budget for managing the delivery of MOTAT experiences and events; reporting regularly to the Head of Public Programmes on experience or event delivery deadlines and targets.
- Collaboratively develop and regularly review outreach opportunities and associated collateral that extends the visitor experience beyond the physical and digital footprint of MOTAT.
- Lead the delivery of all MOTAT experiences and events, empowering the team to use their skills and experience and working creatively to continually improve the MOTAT visitor experience.
- Consider the needs and desires of MOTAT's audiences and desired audiences in all programme development, seeking input from the Visitor Research Advisor as required.
- Negotiate and maintain relevant service and facility procurement arrangements to ensure the successful delivery of all experiences and events.
- Review and approve content, creative, and production for long term and pop-up programmes, experiences and events.
- Ensure every experience and event has a component of potential visitor involvement (analogue or digital) for visitors after they leave the MOTAT site/s, including wherever relevant leading the Visitor Experience team's contributions to deliver relevant online content.
- Work with the wider MOTAT Team to ensure that Mātauranga Māori is nurtured into MOTAT events and experiences.
- Work closely with the Brand & Communications team to coordinate and identify the various visitor groups to ensure that the Museum develops and caters to the needs of these identified target groups.

- Work closely with the Exhibitions team to ensure the maximisation of experience and events opportunities through integrated planning and alignment.
- Work closely with the Head of Environment & Sustainability and other managers to proactively identify and resolve site issues that may impact on experience and/or event delivery.
- Support good management of MOTAT collections and, where relevant, integrate collection items into public programmes.
- Support the Visitor Experience team to identify opportunities to build mutually beneficial relationships with Mana Whenua and the Māori community outside MOTAT in an authentic way.
- Ensure that MOTAT's collection operations are both considered when planning events and leveraged / promoted as part of the experience, as appropriate, working collaboratively with the Technology in Action Manager to achieve.
- Ensure that all experience and events are clearly communicated to the team and resources provided so that the Visitor Services Hosts are enabled provide a great experience every time.
- Identify opportunities for aligning experience and event delivery with retail, memberships, and other operations of the Museum, working with the relevant managers to achieve this.
- Remain current on trends particularly within the museum and tourism environments.
- Ensure that the necessary internal and external approvals / agreements are sought, gained, and implemented for all experiences and events that are delivered at MOTAT.
- Ensure that safety & wellbeing is an integral element of experience and event delivery and planning, working closely with the People, Culture & Wellbeing team to achieve this.
- Contribute to the enhancement of the MOTAT experience by continually evaluating and reporting programme success and areas of improvement to the Head of Public Programmes.
- Provide on-the-ground support for experience event setups and event days, as required.
- Proactively seek opportunities to observe and support experiences and events, to gain a clear understanding of how they work within the MOTAT context.
- Take accountability for the prompt resolution of any feedback, complaints or customer issues related to programme and event delivery.
- Contribute as a leader at MOTAT through effectively working with others in the MOTAT Team, managing change and building relationships internally to achieve this.
- Effectively manage schedules, resources, ticket build and budgets in accordance with financial guidelines and parameters. Provide effective leadership and management of the Visitor Experience team and follow all People, Culture & Wellbeing management policies and procedures.
- Embrace a mindset of continuous improvement in understanding and implementing the principles of Te Tiriti o Waitangi.
- Model behaviours consistent with MOTAT values.
- Comply with all museum policies and procedures including but not limited to Safety & Wellbeing and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

KEY PERFORMANCE INDICATORS

- Effective leadership of MOTAT's Visitor Experience team, meeting KPIs and expectations as set by the Head of Public Programmes.
- Proactive engagement with all experiences and events delivered by the team.
- Delivery of experience and events on time, on budget, and to the expected standard.

- Increased visitation as set out in the Annual Plan.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Visitor Experience Team

Internal Liaison: Brand & Communications Team, Technology in Action Manager, Visitor Services Manager, People, Culture & Wellbeing, Environment & Sustainability, MOTAT Team

External Liaison: Suppliers, Contractors, Museum Visitors

BUDGETARY AUTHORITIES

\$2,000

SKILLS & EXPERIENCE

- Minimum 5 years' experience programme development and delivery, ideally from a public events, placemaking, or arts background.
- Event planning and coordination experience with a drive for creativity.
- Interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Demonstrated experience working in a deadline-driven events environment.
- Excellent people management experience: experience leading events, experience delivery, or creative teams preferred.
- Demonstrated experience in the application of Te Tiriti o Waitangi and the application of tikanga and mātāuranga Māori within cultural organisations.
- Demonstrated skills in handling changing and competing demands on time, with operational experience running public events and troubleshooting issues.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook). SharePoint, Teams, Vernon, Artifax, and/or Tessitura experience all welcome/highly desirable.
- Demonstrated enthusiasm and passion for delivering memorable experiences.
- Experience managing budgets, ticketing and project plans.

Ō MĀTAU UARA OUR VALUES

AUAHATANGA INNOVATION	We will be courageous and try new things.
NGĀTAHITANGA COLLABORATION	We will work as a team that respects and supports others.
MOTUHĒHĒTANGA INTEGRITY	We will act ethically and with respect and transparency.
PŪMAUTANGA SUSTAINABILITY	We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.