



## **Director of Visitor Experience**

### **Sherbrooke Village**

<http://sherbrookevillage.novascotia.ca>

**Location:** Sherbrooke, Nova Scotia

**Job Type:** Full-time (non-union)

**Language Required:** English

**Closing Date:** 15 March 2024

### **About Us**

Sherbrooke Village, Nova Scotia's largest living history museum, is looking for a Director of Visitor Experience. We seek to improve the enjoyment and understanding of authentic Nova Scotian histories through our interpretive programs, to foster a culture that is strategic and inclusive in its management of resources, and to create remarkable experiences in a unique museum site.

Our mission is to represent the social, political and economic histories of Sherbrooke, Nova Scotia and Canada in the latter half of the 19th century accurately and authentically. Our 53-acre site contains over 80 original structures along the St Mary's River on Nova Scotia's Eastern Shore. We strive to reflect rural village life of the 1860-1880 period complete with costumed interpretive staff, restored interiors and appropriate furnishings, manicured grounds and heritage programs befitting our period of focus. Traditional trades and heritage skills are a keystone of our living history program that we seek to strengthen within our staff team and bolster in our public program offerings.

### **About Our Opportunity**

The Director of Visitor Experience is responsible for a broad range of programs and services at Sherbrooke Village that support an immersive museum experience. Reporting to the Executive Director, they are responsible for providing direction in service development, programming and community engagement, and management oversight of the Heritage Interpretation team. This role also has responsibility for development of staff training and performance management, interpretation programs, visitor programs, workshops and heritage skills, in addition to other museum services.

An integral member of the management team, the Director of Visitor Experience works closely and collaboratively with other Directors and Supervisors, particularly those responsible for heritage interpretation and educational programs. This position leads service excellence, driving innovation and establishing service goals and objectives for frontline staff that are aligned with the overall vision and strategic direction of Sherbrooke Restoration Commission.

The Director of Visitor Experience serves as an organizational champion, internally and externally, for expanding public engagement with Nova Scotia's unique and authentic heritage. They are committed to bringing an equity focus to work within the museum by seeking to understand and break down barriers to access and increase inclusion in our spaces, services and heritage interpretation.

## **Primary Accountabilities**

- Manages and supervises the day-to-day operations of Sherbrooke Village (including recruitment, training and scheduling requirements) as well as leading, motivating and developing the museum's unionized interpretive staff, artisans, volunteers and students
- Manages the development and delivery of the visitor experience programs, including responsibility for operating visitor facilities, program budgets, interpretation activities, and overall visitor experience marketing (pricing, promotion, social media content and advertising, tourism industry relations, etc.)
- Collaborates with other Directors on the management team for the continued maintenance and improvement of the site, facilities and educational displays and performs weekly inspections of the facility, grounds, staff and heritage spaces
- Enhances and ensure visitor satisfaction, enjoyment and connection to place using a business-centric approach, which includes an appreciation for the historical and natural heritage resources managed by the museum
- Commitment to historically accurate and authentic experiences that are accessible, inclusive, engaging and memorable for a wide variety of visitors, communities and stakeholders

## **Qualifications and Experience**

- A degree from a recognized university with specialization in human resources management, hospitality, museum studies, history, business administration, or other relevant discipline, or an acceptable combination of education, training and experience
- Significant experience in managing projects, programs, initiatives or operational and strategic issues in the culture and heritage, tourism or museum fields
- Significant experience in managing an operational team for project/program coordination
- Supervisory experience with demonstrated team building and collaboration skills, with success leading teams to meet operational requirements by fostering an environment of mutual trust and respect; maintaining a professional and courteous disposition and holding a high standard for client and customer service are key to this role
- Knowledge of best practices and emerging trends in museums, interpretation, tourism, marketing, and hospitality, and the associated opportunities and challenges
- Strong communication skills (written and verbal) and the ability to clearly present information and adapt content to the needs of diverse audiences
- Ability to prioritize and adapt in a fast-paced environment with creativity and innovation
- Ability to devise and implement organization plans, budgets and process improvements for services in collaboration with the Sherbrooke Village team
- Possesses exceptional organizational skills and ability to work under pressure with minimal supervision, and in situations characterized by ambiguity, uncertainty or lack of clarity; willing to independently assess situations, take initiative and assume ownership of what needs to be done
- Proficiency with Excel, Word, PowerPoint, Office 365

## **Assets considered for this role:**

- A passion for 19<sup>th</sup> century subjects, traditional skills, Victoriana or Maritime history
- Experience working with Indigenous communities
- Experience working with external partners from different backgrounds (municipal, non-profit, events).
- A second language

## **Working Conditions**

This role is a full-time, 40-hour per week commitment that requires an individual with a willingness to work irregular hours, overtime, weekends, statutory holidays primarily during seasonal operations May through September (open Wednesday to Sunday) as required. Willingness to wear period clothing or Sherbrooke Village uniform when required.

**Salary:** \$60,000 - \$70,000

## **Benefits**

Sherbrooke Restoration Commission offers full-time employees a range of benefits such as NS Public Service Superannuation Pension, Health, Life Insurance, General Illness (Long-Term Disability), paid sick days and vacation.

We're committed to diversity and equitable access to employment opportunities based on ability. Your unique contributions and talents will be valued and respected here. We strive to build a team that reflects the diversity of the communities we serve and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

To apply, send your CV or resumé along with a cover letter. Please combine all attachments as a single PDF and email to **Sherbrooke.ED@novascotia.ca** by Friday 15 March 2024.

No direct queries by phone or email please. We thank applicants for their interest, however, only those advancing in the process will be contacted.

The health and safety of our team, visitors and communities is paramount to Sherbrooke Village. Accordingly, we require anyone joining our team to provide a Criminal Record Check and Vulnerable Sector Check Clearance.