



## ASSISTANT DIRECTOR OF VISITOR EXPERIENCE

### **Position Summary**

The Friends of Governors Island (the Friends) seeks a full-time Assistant Director of Visitor Experience. S/he will develop and lead strategies for engaging Governors Island's diverse audience (currently 750,000+ annual visitors and growing), with the goal of creating a positive visitor experience, increasing return visits and converting visitors into supporters. Working closely with the Island's communications and fundraising departments and reporting directly to the Friends' Executive Director, the Assistant Director of Visitor Experience is responsible for oversight across three main areas: audience development, visitor services and volunteering, and the Friends' public programs.

### **Background**

Governors Island is a 172-acre island in the heart of New York Harbor located between Lower Manhattan and the Brooklyn waterfront. A former military base closed to the public for nearly two centuries, today the Island is a popular seasonal destination. An award-winning new park is complemented by dozens of unique historic buildings, environmental educational facilities, a rich arts and culture program and a 22-acre National Monument managed by the National Park Service. Unlike anywhere else in New York, Governors Island offers peaceful settings with sweeping views of the Harbor, Lower Manhattan skyline and Statue of Liberty. Looking ahead, the Island will be activated year-round as a sustainable campus for learning and innovation, with plans for expanded commercial and non-profit uses in its future.

The Friends of Governors Island is an independent nonprofit that works to ensure the Island's continued growth and accessibility as a vibrant public resource. As the designated fundraising partner of the Trust for Governors Island and the National Park Service, the Friends stewards the Island's green spaces, enhances the visitor experience and builds a community dedicated to the Island's future.

### **Roles and Responsibilities**

#### *Audience Development*

- Supervise the design, collection and analysis of visitor data through surveys and other methods
- Analyze trends in visitor feedback and propose solutions to improve services, programs and fundraising efforts
- Develop and oversee new initiatives that facilitate discovery and enjoyment of Governors Island for various audiences including tourists, families, youth, seniors and educators
- Serve as lead staff for the Board's Public Engagement Task Force; work with Task Force Chair and Executive Director to set agendas that support the goals and mission of the Friends and enhance the overall visitor experience
- Work with fundraising staff to implement on-Island membership and donor acquisition strategies

#### *Visitor Services*

- Hire, train and lead a small team of seasonal and year-round staff, volunteers, and interns
- Oversee the Island's Welcome Centers and retail operations, including staffing, merchandising, promotion and general appearance
- Work with communications staff to streamline internal communication between the operations and program teams, including standardizing visitor relations training for all public-facing personnel
- Collaborate with marketing and communications staff to develop core interpretive content (print and digital) with the goal of increasing accessibility to and understanding of the Island's assets

- Evaluate and propose new methods for the provision of Visitor Services, including additional locations, infrastructure, staffing, etc.
- Supervise volunteer recruitment and training efforts with the goal of growing and retaining the number of high-caliber regular volunteers
- Identify opportunities for greater/deeper volunteer engagement
- Develop the annual department budget and monitor expenses and revenues throughout the year
- Establish and monitor an inventory control system

#### *Friends of Governors Island Public Programs*

- Oversee and grow the Friends' public tours, along with associated interpretive resources
- Oversee the implementation of a high school internship program
- Plan and execute select annual free public events working with multiple departments, such as the season opening May Volunteer Day and October Halloween events

#### **Requirements**

- Bachelor's Degree in a related field
- At least 5 years of visitor services, event coordination, hospitality or retail management experience, preferably at an open space or cultural nonprofit institution
- Demonstrated team leadership and personnel management experience
- Demonstrated ability to develop and implement new program models
- Experience with data collection methodology and analysis
- Familiarity with event planning and execution
- Comfort working with teams of diverse constituents, including volunteers and high school students
- Exceptional communication and organizational skills
- Flexible, energetic attitude
- Computer proficiency: Microsoft Office and databases; familiarity with POS systems and Salesforce a plus
- A valid New York State driver's license
- Ability to work outdoors from May-October, including periods of standing and walking.
- Must be available to work a flexible schedule during the 6-month public access season (May-Oct), including one weekend day per week as well as certain summer holidays (with compensatory consecutive time off). Additional hours and some evenings may also be required.

#### **Job Applicant Information**

The Friends of Governors Island does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.

#### **To Apply**

Please send resume and cover letter to [jobs@friendsgi.org](mailto:jobs@friendsgi.org) with "Assistant Director of Visitor Experience" in the subject line.