

Manager, Visitor Services

Job Description

Responsible for delivering an exceptional visitor experience by strategically planning for and/or managing individual and group visits to SAF as well as researching, identifying and contacting potential audiences. The work of the Head of Visitor Services should result in a measurable increase in visitor numbers and repeat visits by current visitors.

Duties include:

1. Researching, identifying and contacting potential new audiences
 - a. Coordinating with education, community outreach and development teams regarding their priorities and current contacts in order to agree on goals and plan and execute strategy
 - b. Delivering on agreed goals
 - c. Working with SAF marketing and press teams to supplement and reinforce strategies to achieve agreed goals
2. Supporting the curatorial, education, community outreach and development teams by providing logistical support and coordination for their respective group visits and developing welcome packs and other materials for visitors
3. Working with curatorial and education teams to develop and produce materials for guided and self-guided tours and overseeing the supply and distribution of these materials
 - a. Printed materials
 - b. Audio guides
4. Taking responsibility for SAF guides
 - a. Developing materials for guides
 - b. Training and managing guides
5. Taking responsibility for information desks
 - a. Staffing
 - b. Protocols
 - c. Materials available

6. Gathering visitor data and statistics
 - a. Managing systems for collecting information
 - b. Developing and producing regular reports on this information
7. Developing and managing a volunteer system
8. Developing systems for visitor feedback

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