

Senior Director Guest Engagement
www.thehealthmuseum.org

Our mission is to foster wonder and curiosity about health, medical science and the human body. We offer transformative learning opportunities for all ages that are multi-sensory and engaging. The Health Museum's core values—inspirational, evidence-based, and individualized—function as a vital part of our long-term strategy of growth, expansion to reach new audiences, and empowering healthier living.

The **Senior Director of Guest Engagement** leads a dynamic team that prioritizes, develops, and executes a highly integrated, quality customer experience from start to finish. This position oversees all touch points of the customer experience, through both the delivery of content and excellent customer service, aimed at moving visitors beyond mere transactions at the points of sale to museum patrons. This key role supports the Museum's commitment to creating visitor-centered experiences that transform the ways our patrons connect with our unique content and the work of our staff. He/she has responsibility for developing the exhibition strategy including development, implementation and management of exhibition design and production as well as major exhibition-related projects. The **Senior Director Guest Engagement** oversees, directs and coordinates the work of the Education, Exhibits, and Visitor Services Departments.

Summary of Job Responsibilities:

- Ensure that all experience offerings of The Health Museum are strategically coordinated.
- Actively promote collaboration, efficiency, and shared strategy between public programming, exhibit design/content, the visitor experience, and community impact efforts.
- Act as a critical member of the Museum leadership team, providing authoritative guidance to both peers and the CEO as it pertains to interpretation and exhibit experience.
- Is informed of upcoming trends in digital engagement and make recommendations and action plans for how these new technologies could strategically advance the Museum.
- Work closely with the Marketing and Public Relations team to support targeted audience development.
- Oversees the Education and Public Programming team to determine strategies for effective audience engagement both onsite and offsite.
- Oversees the exhibits and user experience division, including exhibit concept development/strategy for The Health Museum-produced exhibits, oversight of graphics and technical developer teams on planning and developing innovative means to engage and interpret the Museum experience, oversight and strategy for incoming exhibits, long-term exhibits improvements, and off-site exhibits.
- Partner with curators, artists, outside vendors/contractors, and other exhibit development staff to ensure that all exhibit offerings are relevant, engaging, and promote the vision of The Health Museum.
- Lead the review and editing of content, work collaboratively with editors, curators, and others.

- Provide final content and advise on placement for permanent collection and special exhibition wall text and labels with an eye to visitor engagement and accessibility.
- Foster team work in the creation and innovation across the customer experience.
- Develop creative, responsive, and strategic solutions for new inclusive, engaging, and participatory experiences by developing or leveraging customer or market research and by understanding how the experience is perceived by patrons through feedback data.
- In coordination with the Development and Education teams, seek out opportunities to develop exhibit experiences through partnerships and collaborations, both with museum staff, Consortium partners, and community groups, in ways that support the Museum's mission and visitor experience goals, increase attendance, and generate income, both earned and contributed.
- Represent the interests of the Museum in contract negotiations with exhibit vendors, videographers, artists, and other exhibit-related collaborators.
- Manage contract negotiation for relevant individual consultants hired by The Health Museum.
- Develop and monitor budgets and provide support in development and preparation of annual Museum budget.
- Make strategic budgetary decisions around investment opportunities in order to build new experiences, impact new audiences, or pursue additional revenues/funding.
- Participate in relevant committees. Frequently facilitate committees as it pertains to The Health Museum interpretation, experience, and expansion. Builds, maintains, and invigorates mutually beneficial relationships with national cultural and community organizations, as well as the external exhibit community, local healthcare community, educational institutions and the related associations to expand the reach of museum experiences.

Qualifications:

- Must have at least 5 to 7 years management-level museum experience in exhibits, visitor services, and educational programming.
- Must have bachelor's level education in humanities/arts/non-profit administration/museum administration, or other related field or equivalent work experience.
- Highly organized, detail oriented, and an effective communicator both written and verbally.
- Must be able to build strong teams to achieve strategic outcomes.
- Strong project management skills, including meeting facilitation and time-management.
- Must exhibit strong leadership skills with direct reports, other museum staff, peers, leadership, and contacts in the community/museum field.
- Must be proficient with all typical business-related software (Office 365) and have familiarity with Adobe Creative Suite and exhibit design software.
- Understanding and awareness of industry trends in experience and interpretation.

The John P. McGovern Museum of Health and Medical Science (The Health Museum) was founded in 1996. It is the only Museum in the country dedicated to health and wellness and is the only Museum in the Houston Museum District that has been awarded the Smithsonian Affiliate designation.

Interested in learning more? Please send your resume and cover letter to us at:

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