



Interpretive Manager, Tour Services Job Description

Date: January 2025

Status: Exempt

Reporting Supervisor: Director of Engagement

Position Overview:

The Interpretive Manager, Tour Services, is a full-time employee of Stan Hywet Hall & Gardens hired by the President & Executive Director upon the recommendation of the Director of Engagement. The Manager is a crucial member of the Stan Hywet Hall & Gardens team, responsible for overseeing all aspects of tour operations and ensuring a consistently exceptional visitor experience within the Engagement division of the estate. This position requires a passionate and dedicated individual with a strong commitment to education, interpretation, and diversity, equity, inclusion, and accessibility (DEAI). The Manager will collaborate closely with curatorial staff, educators, and other departments to develop and deliver engaging and informative tour content that is accurate, accessible, and relevant to diverse audiences. This includes ensuring that tour scripts, materials, and delivery methods are inclusive and respectful of different perspectives and backgrounds, creating a welcoming and inclusive environment for all visitors. The Manager will also be responsible for recruiting, training, and supervising a team of highly skilled tour guides (staff and volunteers), ensuring they possess the knowledge, skills, and enthusiasm to deliver exceptional tour experiences that are both informative and engaging. Furthermore, the Manager will play a key role in continuously evaluating and improving tour programs, utilizing data analysis and visitor feedback to identify areas for enhancement and ensure that tour offerings remain relevant, engaging, and impactful for all visitors.

Essential Duties and Responsibilities:

1. Exhibit a professional attitude when working with the public, volunteers, and staff.
2. Demonstrate and support a culture of diversity, equity, access, inclusion and belonging.
3. Support and implement the goals and priorities of interpretation and education within the Engagement division and manage all activities within the department.
4. Prepare and manage the departmental annual operating budget and strategic operating plan.
5. Schedule staff, interns and volunteers for daily operations, activities, and events.
6. Oversee the daily opening and closing of the historic structures.
7. Work with Visitor Experience division to ensure tour opportunities are appropriately created within point-of-sale software.
8. Ensure proper preparation of accident reports and report all safety issues. Work with leadership regarding insurance matters.
9. Recruit, manage, train, direct, and motivate the staff, interns and volunteers. Oversee and support the Interpretive Coordinators with daily operations.



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10. Create and implement general orientation programs and interpreter trainings for new and existing staff and volunteer interpreters.
11. Manage and lead tour experience development using peer review process with interpretive, education and senior leadership in tour development, training workshops, and implementation of new tour offerings.
12. Manage and lead the interpreter review program to maintain interpretive consistency and accuracy, while providing continuing educational opportunities to new and existing staff and volunteers.
13. Work in close conjunction within the Engagement division in developing and distributing interpretive information for daily tours and exhibitions, and maintaining the safety of the collections, archival, and educational materials.
14. Collaborate with the other departments to market share source information on experience offerings.
15. Purchase general supplies as requested, including supplies for staff, intern and volunteer break rooms.
16. Monitor the visitor experience and work toward continuous improvement. Respond to visitor questions, comments, complaints, and commendations.
17. Oversee all aspects of tour experience operations: This includes scheduling tours, managing tour guides (staff and volunteers), coordinating tour logistics, and ensuring the smooth and efficient delivery of all tour experiences.
18. Develop and implement engaging and informative content: Collaborate with team members in Engagement division to develop and refine experience materials, scripts, objects, and alternative sources that are accurate, engaging, and accessible to diverse audiences.
19. Prioritize visitor experience: Focus on providing exceptional customer service, ensuring that all visitors have a positive and enriching experience during their visit to the estate.
20. Support the development and implementation of DEAI-informed experiences: Ensure tour content and delivery are inclusive and respectful of diverse perspectives and backgrounds.
21. Integrate DEAI principles into all aspects of operations, including training, recruitment, and visitor interactions.
22. Create a welcoming and inclusive environment for all visitors, regardless of their background or abilities.
23. Recruit, train, and supervise interpreters (staff and volunteers), ensuring they possess the knowledge, skills, and enthusiasm to deliver exceptional experiences across the entire estate.
24. Collaborate with other departments to ensure seamless coordination and a consistent visitor experience on the entire estate.
25. Maintain accurate records and data: Track attendance, visitor feedback, and other relevant data to assess program effectiveness and identify areas for improvement.
26. Participate in required events.
27. Other duties as assigned.



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Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong verbal and written communication skills are essential, along with a strong awareness of volunteer and public relations skills.
2. Ability to relate and motivate persons of all ages, diverse backgrounds, skills, and abilities.
3. Ability to set goals and meet deadlines.
4. Must be able to handle multiple projects or tasks and be detailed oriented.
5. Responsible for consistently demonstrating excellent judgment, organizational skills, a professional manner, and maintaining discretion in the use of confidential information.

Education and/or Experience:

1. A Bachelor's degree in Museum Studies, Art History, Hospitality, Tour Management or equivalent field required.
2. Minimum 3 years' experience managing staff and/or volunteers required.
3. Minimum 3 years' experience in customer service field required, museum setting, or cultural institution setting, particularly with interpretation or tour development preferred.
4. Demonstrated experience, ability, and desire to collaborate with colleagues from multiple departments and disciplines.
5. Computer literacy and the ability to work in a Windows environment required, familiarity with Microsoft Word, Excel, and PowerPoint preferred.

Usual and Customary Expectations:

1. Should expect to spend at least 15 hours a week sitting and 25 hours a week standing and/or walking.
2. Occasional moving approximately 50 pounds.
3. Ability to read small printed material and handwritten notes.
4. Ability to hold conversations, in person and by telephone.
5. Some non-traditional hours required.

Acknowledgement:

Employee Signature

Date

Authorized Signature

Date