

Associate Director of Visitor Experience

NATIONAL VETERANS MEMORIAL AND MUSEUM

The National Veterans Memorial and Museum (NVMM) is a new, soon-to-open cultural complex representing a national initiative of profound importance for our nation's 20+ million living veterans. Until now, there has been no single monument or museum dedicated to the veteran's experience in the United States. With 30,000 square feet available for exhibit space, this new institution will celebrate both the service and honor the sacrifice of all veterans and their myriad contributions to American society. Envisioned by the late Senator John Glenn (1921-2016), Colonel, USMC (Retired), as a gathering place for veterans across the country, the museum is scheduled to open to the public in fall 2018. NVMM will present the veteran experience through the lens of personal stories and life-changing experiences from which visitors will be inspired to learn more about our country's history and actively engage in their own communities as informed citizens.

POSITION OVERVIEW

The Associate Director of Visitor Experience (ADVX) for the NVMM is a senior leader who will have the opportunity to creatively build and shape a broad department encompassing mission-related content and how such content is displayed and experienced in the public spaces of a national Museum and Memorial. This is a unique position for a visionary leader who understands how to create and execute innovative engagement and learning opportunities across all ages. This position will report to the Museum Director.

As a cultural institution in its start-up phase the National Veterans Memorial and Museum is looking for a dynamic and collaborative leader who naturally strives for excellence and the desire to reach new audiences through world class public programs. This unique moment in the Institution's history requires a dynamic leader who is energized by the requirements of building – from scratch – a public program infrastructure within an organization that prioritizes collaboration, ingenuity, tolerance, perseverance, focus and adaptation. The incumbent's inaugural engagement strategy and program portfolio will serve children, families and adult learning delivered by the Visitor Experience department. Programs should represent a broad range of offerings that include exhibitions, public interpretive programming, gallery talks, forums/symposiums, films, demonstrations and other engagements. The ADVX will be responsible for designing, developing and implementing tactics for evaluating the impact of lifelong learning programs and the on-site visitor experience. The ADVX will supervise all aspects of the Visitor Experience department. The ADVX will collaborate with many Museum departments such as Operations, External Affairs, and Advancement.

The ADVX will serve as the technical lead and subject matter expert on user-centered design for NVMM. Provides technical direction to staff and vendors on the use of service design techniques in the design and development of physical exhibitions. Provides a service design framework and its methodologies to the development of improvements to the NVMM visitor experience. Works cross-functionally with various teams, including Exhibitions, Marketing, Information Technology and capital building projects, thinking strategically about how the user experience defines and reinforces the

NATIONAL VETERANS MEMORIAL AND MUSEUM

experiences of NVMM. Leads for the NVMM the exhibition design and build processes. Champions the use of research—both qualitative and quantitative—to foster innovation, assess design solutions, and align key stakeholders. Works at the intersection of disciplines, finding the right balance to meet the needs of NVMM visitors, work within Institutional constraints, and define best practices in design.

MAJOR DUTIES AND RESPONSIBILITIES

- Set up a department, which includes hiring staff, designing public programs, leading the exhibition design strategy, evaluation, and contracting procedures.
- Lead and support an effective, innovative and professional team, which is currently thought to include a Manager of Fabrication, Design and AV, Graphic Designer, Public Programs Manager, Digital Engineer/Technician, Visitor Services Manager, Volunteer Coordinator, and front of house staff.
- Lead the design, development, installation, and deinstallation of exhibitions
- Oversee the organization, develop and implementation of public interpretive programs for myriad audiences.
- Cultivate and maintain meaningful partnerships with numerous community stakeholders to sustain innovative audience development and outreach.
- Participate in the development of public interpretive programming and media that meets the mission, complements existing and future exhibitions and creates valuable experiences for all Museum visitors.
- Remain current on new research, media and trends museums and public interpretive programming.
- Continually evaluate and improve public interpretive programming to ensure effective delivery of our visitor experience relevant to myriad audiences.
- Oversee the budget for the Visitor Experience department.
- Performs other duties as assigned.

Job Qualifications:

- Bachelor's degree required, master's degree in design, nonprofit administration or fields related to the museum's mission, or equivalent combination of education and experience.
- Minimum 5-7 years of professional experience, at least 3 of which have been involved with the design and fabrication of public exhibitions
- Experience track record at building exhibitions and sustainable programs.
- Excels at staff management.
- Knowledge and understanding of cultural institutions; particularly of museums.
- Knowledge and understanding of marketing and media practices.
- Strong attention to details and accuracy.
- Excellent critical thinking skills, oral and written communication skills.
- Ability to work well with others and maintain professional manner using tact, initiative, good judgment and confidentiality.

Associate Director of Visitor Experience

NATIONAL VETERANS MEMORIAL AND MUSEUM

- Deadline driven and ability to prioritize competing tasks, while maintain efficiency.
- Advanced computer skills and proficiency with Adobe Creative Suite.
- Familiarity with AutoCAD or SketchUp are preferred.

Salary is commensurate with experience.

NVMM APPLICATION PROCESS

The National Veterans Memorial and Museum offers a competitive salary and a strong benefits package; Equal Opportunity Employer.

For consideration, please email resume, cover letter and salary history to jobs@nationalvmm.org. Be sure to include the title of the position, Associate Director of Visitor Experience, in the subject of the email. No phone calls will be accepted. Only those candidates selected for an interview will be contacted.