

Job Description: Visitor Experience (VEX) Manager

Location: San Francisco

Salary Range: \$75,000 – \$85,000, annually

Status: Exempt Employee

Reports to: TBD, pending organizational structure decision

Supervises: Visitor Experience Associates and on-call staff

Revision Date: July 17, 2026

Job Summary

The Visitor Experience (VEX) Manager plays a central role in overseeing the Museum's front-of-house, retail, and visitor-facing operations. This position is responsible for managing daily admissions and store activity, supervising and supporting VEX staff, and ensuring consistent operational, financial, and security standards. Working closely with internal stakeholders, the VEX Manager supports staffing, training, merchandising, financial controls, and systems documentation to deliver a welcoming, organized, and high-quality visitor experience.

The Visitor Experience Department is the Museum's first point of contact for the public and serves as an ambassador for the institution. Representing the Museum's public-facing operations, the VEX Manager ensures visitors receive accurate information about exhibitions, programs, and memberships while maintaining a safe, efficient, and mission-aligned environment. This role is responsible for translating institutional direction into strong operational strategy, consistent team performance, and an exceptional on-the-ground experience for every visitor who walks through the door.

Key Responsibilities

Front of House & Visitor Operations (25%)

- Oversee daily front-of-house operations, including admissions, retail, and visitor flow
- Ensure consistent, high-quality customer service and a positive visitor experience
- Ensure proper use of POS systems and adherence to transaction procedures
- Maintain organized front-of-house and back-of-house spaces
- Address minor maintenance needs and escalate larger issues to Facilities
- Serve as core in-house staffing support for programs, events, and peak visitor days

Security & Safety Protocols (15%)

- Enforce front door access procedures and security protocols
- Ensure radios are charged and panic buttons are operational
- Respond to and document security incidents according to Museum protocol, escalating as appropriate
- Partner with Facilities on building-wide safety standards and emergency preparedness as they affect front-of-house operations

Staff Management & Professional Development (20%)

- Supervise VEX staff during shifts, providing guidance, coaching, and issue resolution

- Create and maintain staff schedules to ensure adequate coverage
- Monitor attendance, punctuality, and timekeeping
- Conduct regular one on ones with VEX staff to support individual development, address concerns, and maintain clear lines of communication across the team
- Set and communicate clear expectations, following through on accountability, performance reviews, and corrective action in partnership with HR and leadership
- Support onboarding and training for new and returning staff
- Encourage professional development and adherence to VEX standards
- Apply working knowledge of HR fundamentals, including break compliance, attendance reporting, and behavioral or performance review processes, in partnership with HR and leadership
- Serve as a thought partner in the ongoing development of the VEX Ambassadors program, contributing to its growth and long-term direction

Store Operations & Merchandising (20%)

- Maintain visual merchandising standards and overall presentation of the retail space
- Research merchandising ideas, products, and trends relevant to the Museum's bookstore and retail offerings
- Place and track merchandise and supply orders
- Receive, intake, and properly log incoming merchandise
- Maintain accurate inventory counts and conduct audits
- Update in-store signage and online store offerings in coordination with the Museum's e-commerce platform
- Partner with leadership on the operational strategy and development of the Museum's bookstore and retail function, contributing expertise in retail execution, merchandising, and team performance

Financial Controls, Systems & Documentation (20%)

- Manage day-to-day cash handling, register balancing, and discrepancy resolution
- Place and manage cash change orders
- Review, organize, and submit invoices
- Track inventory valuation and retail-related financial data
- Prepare and submit operational and financial reports
- Track performance metrics to support decision-making
- Report sales and attendance data to support development and marketing efforts
- Manage a department-level operating budget, including tracking expenses against allocation and forecasting needs
- Follow and enforce all procedures outlined in the VEX Operations Playbook
- Maintain organized digital files and documentation
- Cash handling records and financial reports are subject to periodic independent review and reconciliation in keeping with the Museum's internal financial controls

Other Duties as Assigned

This job description is not intended to be all-inclusive. The employee may be expected to perform other related duties to meet the ongoing needs of the organization.

Required Education, Experience, and Skills

- Four or more years of professional experience in retail, bookstore operations, or hospitality, with direct responsibility for front-of-house or customer-facing operations
- Experience in a museum, cultural institution, or arts nonprofit environment is a plus but is not required; strong retail and people management fundamentals are the priority
- Demonstrated experience supervising a team of five or more, including conducting one on ones, facilitating team meetings, and enforcing procedure, attendance, and performance standards
- Direct experience with bookstore or retail operations, including ordering, inventory management, merchandising, and point-of-sale systems
- Experience managing an operating budget, including tracking and forecasting at the departmental level
- Experience reporting sales and attendance data for development and marketing purposes
- Working understanding of HR fundamentals, including break compliance, attendance reporting, and behavioral or performance review processes
- Experience with e-commerce or online retail platforms, or willingness to learn the Museum's systems for managing online store offerings
- Familiarity with access control, emergency response, or security protocols, or willingness to complete related training
- Working understanding of nonprofit operations, with experience in the arts sector a plus
- Familiar with Monday.com, Outlook, Excel, and database systems
- Strong organizational skills and attention to detail
- Effective written and verbal communication skills
- Ability to interpret and enforce policies and procedures
- Strong computer skills and ability to quickly learn new systems

Preferred Personal Attributes

- Previous events experience of any kind
- Previous experience with activations (marketing, development, or programming)

Required Personal Attributes

- Commitment to the Museum's mission, vision, and values
- Demonstrated cultural competence and ability to work with diverse communities
- Strong interpersonal and leadership skills, with the acumen to advocate for the VEX function within the broader institution
- Highly organized, reliable, punctual, and detail-oriented
- Ability to manage competing priorities in a fast-paced environment

Physical Requirements

- Ability to communicate via phone, radio, and email
- Ability to stand and walk for extended periods, with occasional bending, kneeling, crouching, or reaching
- Ability to work at a computer for periods of time
- Ability to lift and carry up to 15 pounds

All applicants must submit their resume and a introductory letter to the Chief of Staff, Jason Blackwell, at jblackwell@moadsf.org by September 1, 2026.