



MACKENZIE ART GALLERY

engaging people in transformative experiences of the world through art

Job Title: Manager of Business and Visitor Experience

Department: Finance and Operations

Status: Full Time, Management – Out of Scope

About The MacKenzie Art Gallery:

The MacKenzie Art Gallery (MAG) is Saskatchewan's oldest and largest public art gallery, sited in the provincial capital commission of Regina. Programming primarily contemporary art, the MAG serves a senior leadership role as the only provincial organization with the mandate and facilities to address an encyclopedic range of visual art and culture. Purpose-built and maintained to Class A Museum standards, the MAG permanent collection spans 5000 years of art with nearly 5000 works. MAG was founded on the collection of its namesake, Norman MacKenzie (1869–1936), who bequeathed his collection to the University of Saskatchewan (Regina College), now the University of Regina. Opening in 1953, the MAG became independent of the University moving into our current facilities in 1990. MAG is located on the edge of the 2300 acre Wascana Centre (1962), the fourth largest urban park in North America. Wascana Centre was designed by renowned modernist architect Minoru Yamasaki, designer of the original World Trade Center in New York, and is a notable artifact of modernist design heritage. Today this park where science, culture, education and nature meet is the permanent home of the MacKenzie Art Gallery.

The MacKenzie is in an exciting moment of transformation and renewal. We are currently in the process of installing a major outdoor commissioned artwork and a new café, as well as re-branding our identity. The Gallery is also undertaking a comprehensive project with TRG Group of Colorado Springs to analyze customer loyalty and maximize visitor engagement and earned revenue. This position will play a key role in realizing the outcome of this work in order to diversify our audiences and revenues, and build a sustainable business model for the future. This promises to be an outstanding and unique professional development opportunity for a uniquely qualified candidate interested in many aspects of the art museum field.

The selected candidate will become part of a team of 23 permanent and approximately 25 part-time casual staff and over sixty-five volunteers and 1000 members.

Primary Purpose:

Reporting to the Director of Finance and Operations, The **Manager, Business and Visitor Experience (MBVE)** is responsible for the development, management and evaluation of two major functions in the MacKenzie Art Gallery's operations: Earned Revenue and the Visitor Experience. Within these primary areas of responsibility are several key and related accountabilities including the Gallery Membership Program and Gallery Volunteers.

Working across departments, this position coordinates the planning, communications, logistics and growth of earned revenue at the Gallery, while fostering a welcoming and accessible place for communities, partnerships and collaborations, and customer service. The MBVE fosters best practices in operations, optimizing revenue generation, developing new revenue opportunities and supporting overall ongoing institutional development, and the sustainability and growth of the Gallery. The MBVE develops and delivers initiatives to increase participation in the form of attendance, membership and related activities. Key accountabilities include the development of a vital brand and identity for the Gallery and its earned revenue centers (the Gift Shop, Café, Facility Rentals and Bazaar—Saskatchewan’s longest running and leading arts and crafts show). The MBVE manages a range of procedures and public amenities that add quality and vibrancy to the visitor experience of the MacKenzie Art Gallery. This position ensures an outstanding visitor experience, and that callers who are contacting the Gallery obtain a quality level of service and are encouraged to continue their involvement with the institution. This position supervises employees and volunteers.

Nature of Work:

The MBVE examines various metrics that describe customer loyalty to the organization (sales, memberships, attendance) and makes recommendations to senior management using this data to optimize earned revenue and visitor engagement. This key position specializes in all logistical and operational aspects of revenue generation planning, delivery and evaluation as well as providing leadership in developing, implementing, monitoring and evaluating the visitor experience at the Gallery under the umbrella of “guest services,” including new and unrealized opportunities. The job entails increasing membership or ticket-buying loyalty, optimizing earned revenue, and considering pricing and demand management to inform business plans and build donor-ready patrons.

Working closely with all departments on administrative and operational strategies, the MBVE must be knowledgeable in retail, hospitality, and project planning best practices and contribute to the consistency of program alignment with the Mission and Vision, Values, Strategic and Business plans, brand and visual identity, through visitor experience and engagement functions.

The MBVE acts as an ambassador for visitors and is responsible for the conception, development, performance and evaluation of the Gallery’s membership programs and works closely with MacKenzie Gallery Volunteers (MGV), a non-profit collegial organization, to ensure engagement and retention building brand identity and customer satisfaction. This position acts as an ambassador for “Total Development,” a culture of philanthropy throughout the organization and the community at large and works closely with Development staff to transition visitors to members to donors.

Accountable for the operation and performance of the gift shop, e-commerce, facility rentals, membership program, corporate sales and Bazaar, the MacKenzie’s twice-annual craft sale. The MBVE acts as the primary liaison with the Gallery café operator and implements partnership opportunities through development, coordination and evaluation of the café experience. Supervises: Gallery Shop Assistant Manager and Events and Rentals Coordinator, Facility Rental Assistants, other front-line staff and volunteers, and works in collaboration with the Gallery’s third-party security provider. This position is accountable for ensuring smooth operations during peak hours of service, and therefore weekend and some evening work is required, as well as the ability to travel.

Qualifications – Education: A university degree or diploma in business, hospitality or retail industries and/or equivalent experience in a related discipline.

Previous Experience: Four to six years’ progressively responsible, related experience in large gallery or museum or hospitality industry or relevant retail organization.

Required Skills:

- Strong leadership and consensus building skills;
- The demonstrated ability to think and act strategically;
- Proactive, highly organized and self-motivated;
- Ability to prioritize and meet deadlines;
- Ability to express ideas and concepts effectively, verbally and in writing, including the ability to prepare and present verbal and written reports of a specialized nature.
- Demonstrated ability to prepare reports;
- Ability to establish and maintain working relationships and support and direct staff to achieve identified results;
- Strong team player with ability to work collaboratively and independently;
- Thorough knowledge of earned revenue accounting practices and systems including facility rental, point of sale and inventory;
- Knowledge and demonstrated skill in use of accounting, point of sale, facility rental and retail software and Microsoft Office software;
- Demonstrated knowledge of business process analysis and system design and implementation;
- Demonstrated knowledge in implementing e-commerce or online retail strategies;
- Knowledge of not-for-profit organizations and art galleries or museums and an appreciation of the arts is an asset;
- Knowledge of membership programs;
- Cash management experience;
- Knowledge of relevant taxation rules and regulations an asset;
- A valid driver's license.

For a complete job description please [click here](#).

Salary Information: The salary range commensurate with education and experience.

Benefits: This position includes a comprehensive benefits package.

HOW TO APPLY

Applications are currently being accepted and the posting will remain open until the position is filled.

The Gallery thanks all applicants, but only those to be interviewed will be contacted.

Email: jackie.martin@mackenzieartgallery.ca

Please include "MBVE" in the subject line of all applications sent via email.

MacKenzie Art Gallery
Attn: Jackie Martin, Director of Finance & Operations
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Inquiries regarding this position can be directed to Jackie Martin, Director of Finance & Operations, at (306) 584-4250 ext. 4275. The successful candidate must submit a satisfactory Criminal Record Check prior to employment. The MacKenzie Art Gallery is committed to maintaining an inclusive culture and building a diverse workforce. We welcome applications from all qualified candidates.