

JOB DESCRIPTION

Job Title:	Group Tour Sales Manager
FLSA Status:	Full-Time, Non-Exempt
Department:	Communications and Public Engagement
Reports to:	Chief Public Engagement Officer

SUMMARY

The **Weitzman National Museum of American Jewish History**, located on historic Independence Mall in Philadelphia, brings to life the 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all heritages to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, the Weitzman Museum honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

Reporting to the Chief Public Engagement Officer, the new position of Manager of Group Sales is the primary person responsible for securing group visits to the Museum, playing a critical role in supporting the Museum's attendance and education goals through proactive sales, outreach, customer service, and booking.

This role is responsible for helping to re-establish the group tour operation at the Museum and performs a range of duties including generating and following up on leads, selling group visits, processing and coordinating all requests for groups, handling all group customer inquiries, producing status reports, and generating sales data. The core focus of this position is the development of sustained group attendance that meets established annual revenue and visitation goals. Additional duties include working with the local and national tourism and group organizations to build the group sales program and further establish the Museum's reputation in the industry to maximize prospective group attendance, and working closely with the Visitor Experience team to ensure a seamless onsite experience for visiting groups.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The primary responsibility of this position is to sell and book group visits to the Museum.

Sales and Outreach

- **Develop and implement strategies to generate group sales** from Jewish and non-Jewish adult and youth groups locally, regionally, and nationally. Will include adult leisure groups, religious organizations, camps, tourism groups, and other segments, and especially previous customers and securing repeat visitation.
- **Proactive sales through multiple channels** to pursue prospects and leads and convert to booking.
- **Cultivate relationships** with travel, tourism, convention, and meeting partners with a focus on tour operators and related associations; attend related industry events and represent the Museum and its group offerings—locally and occasionally in other markets or national conventions.

- Work closely with Communications & Public Engagement team on print and digital **marketing materials**.
- **Serve as Museum expert and ambassador**—authentically demonstrate enthusiasm for the Museum’s offerings to excite prospective groups
- Develop **creative recommendations** for strategies and partnerships and packages to drive interest and bookings.

Customer Service and Bookings

- **Provide outstanding customer service** and demonstrate comfort and deep familiarity with entire booking process, providing desired level of detail to customer, from answering preliminary questions about pricing to details about tours, booking, and invoicing.
- **Respond daily** to phone and email inquiries, and electronic form submissions regarding group visits, providing answers and materials as requested in a timely fashion
- **Coordinate with Visitor Experience and Education** staff to schedule and confirm reservations and tour requirements and ensure program and docent availability
- **Handle customer complaints** and resolve issues courteously, involving colleagues and senior managers when necessary.
- **Manage the opening and closing out of group orders**, including invoicing and payment collection, with fastidious care and ensuring the utmost accuracy in a responsible and PCI-compliant manner.
- **Pay careful attention to internal calendars** and updating meticulously, while keeping other Museum staff apprised of additions and changes
- **Ensure senior management team and appropriate colleagues are apprised of visiting groups** who may require special attention

Data and Reporting

- **Maintain and query group visits database** and generate outreach solicitation lists and to report on visitation.
- **Research** prospective customers.
- **Track** and cull a variety of group information, and generate reports as requested by the department Director or other teams for needs such as grant reports.

Misc.

- Schedule meetings internally and perform other administrative tasks as needed.
- May work occasional evenings, weekends, and holidays (when the Museum is open)
- Other duties as assigned.

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excellent interpersonal and verbal communication skills, with an engaging phone manner and the ability to remain poised, professional, and courteous with all customers.
- Solid professional writing skills, with the ability to respond quickly and carefully to customer emails.
- Comfort speaking with people of all ages and backgrounds, individually or in large groups.
- High level of organization and attention to detail.
- Flexibility, and willingness to work in fast-paced environment.
- Ability to handle confidential information responsibly.
- Ability to work independently and as part of a team.

- Ability to work flexible hours and regular weekends as needed.

EDUCATION and/or EXPERIENCE:

- Minimum of 5 years experience in related roles; tourism-specific sales a definite plus
- Bachelor's degree strongly preferred, but significantly more relevant experience will be considered.
- Knowledge of Philadelphia and tourism industry ideal. Interest in Museums, cultural institutions, arts, and humanities a plus.

COMPUTER SKILLS:

- Experience with Microsoft Office software (Word, Excel, Outlook).
- Ease in learning new computer programs required.
- Experience with a computerized ticketing/POS system environment or other reservation software ideal.
- Knowledge of Adobe, Constant Contact, and photo editing software a bonus.

SUPERVISORY RESPONSIBILITIES: This position does not currently supervise direct reports. This position does occasionally supervise interns.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is daily required to talk and to hear, both over the phone and in-person (addressing both individuals and large groups of people). S/he is frequently required to sit, and must be able to speak on the phone while simultaneously typing notes or inputting information into the ticketing system. The employee must be able to move easily and quickly throughout a six-floor building, to stand for long periods of time, and to get on and off buses to greet groups as necessary, and s/he is occasionally required to carry (up to 10 pounds) and reach with hands and arms

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

To Apply

Send a cover letter explaining your interest in the position and your resume to NMAJH-Employment@nmajh.org.

Regrettably we cannot respond to individual applicants. We will contact you if you are a selected candidate. No phone calls, please.