



## **Chief Experience Officer**

**Filoli is a 654-acre historic site of the National Trust for Historic Preservation, located on the San Francisco Bay Peninsula near Woodside, CA, and one of the finest remaining country estates of the early 20th century. As a team member here, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. You have the opportunity to preserve, build upon and share the wonder of this place.**

**In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. You will also actively play a part in creating a vibrant future through our 2019-2023 Strategic Plan. Embedding the core principles of Diversity & Inclusivity, Sustainability and Organizational Excellence into each pillar of the plan, we are focusing on five main pillars of our organization: People & Culture, Fundraising & Financial Strength, Infrastructure Investments, Visibility & Branding and Engagement & Education. We welcome and appreciate your contributions to Filoli.**

### **SUMMARY**

Filoli is seeking a strategic leader to create dynamic and engaging experiences for visitors. Responsible for all visitor facing operations, this position is critical as Filoli advances its mission and engages diverse audiences in creative new approaches.

The Chief Experience Officer serves as a key leadership team member and an active participant in making strategic decisions for Filoli. The Chief Experience Officer (CXO) is instrumental in defining how visitors connect with the mission through innovative engagement, education and interpretive opportunities and ensuring the highest standard in the visitor experience.

Overseeing all frontline and engagement functions at Filoli including education, interpretation, public programs, exhibitions, visitor services and retail operations, this position is a critical team leader to ensure cohesive visitor programs and provides excellence in internal and external communications. As a natural extension of the visitor experience the CXO will lead the Diversity, Equity, Accessibility, and Inclusion (DEAI) efforts for Filoli including direct work with the board and community and developing new comprehensive partnerships.

Reporting to the CEO and serving as a member of the C-suite, the CXO leads visitor engagement strategy and ensures cross-organizational alignment with a visitor-centric approach. This position requires a data-driven, results-oriented leader whose passion for Filoli's mission is matched with strong tactical leadership, outstanding interpersonal skills, nimble decision-making in the face of complex challenges, and a proven track record in handling complex operations.

This full-time, exempt position will have a varied schedule that includes weekend and/or evening service. Depending on candidate experience, the annual salary range for this position is \$166,000 to \$190,000. This position is also eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k),

vacation, sick leave and holiday pay. The CXO's schedule may change to meet the needs of the organization so flexibility is important.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:**

### **Leadership**

- Provide leadership working closely with the CEO, C-suite, and the Board of Directors on comprehensive long-term planning that supports sustainable growth of the organization;
- Serve as a knowledgeable leader for visitor engagement, interpretation, educational programs, exhibitions, retail and events;
- Build action plans that drive attendance and build earned revenue support for Filoli in line with the overall strategic direction;
- Serve as a strategic leader and a member of the C-suite team in establishing policies, developing creative solutions, and representing a unified voice for the overall strategic direction for Filoli;
- Serve as an independent leader of Filoli and represent the organization as needed in the absence of the CEO;
- Analyze attendance and revenue results, and forecast annual and long-term projections for use in organizational financial planning;
- Staff and provide leadership to the Board of Directors; present robust data in board meetings and develop direct relationships with board members especially in direct committee work; provide cutting edge ideas/creative out of the box thinking;
- Professionally and effectively, represent Filoli to external audiences, including individual and organizational contacts and the broader professional community; Use external meetings, conferences, and speaking engagements to build the brand visibility and financial support that advances Filoli's mission;
- Play a significant leadership role in developing streamlined communication mechanisms and cross-departmental accountabilities for the betterment of the overall visitor experience;
- Fulfill expectations as listed in Filoli's Expectations for Leadership;

### **Visitor Experience Relationships and Partnerships**

- Build an internal Experience Team to help create cohesive and engaging visitor experiences;
- Infuse storytelling into high quality visitor interactions;
- Create cross-departmental engagement opportunities and build internal relationships to reinforce a visitor-centric experience;
- Create and oversee expanded partnership opportunities to further Filoli's work in direct community relationships;
- Ensure that vendors and exhibitors represent the highest quality visitor experience; codify the relationships through written agreements;
- Serve as a key leader in the implementation of Diversity, Equity, Accessibility Action plan;
- Ensure that planning is data-driven and use research techniques to evaluate success; report regularly to peers, staff, and board the tangible results of program efforts;

### **Management and Cross-Departmental Collaboration**

- Oversee the work of key departments: Visitor Services, Learning and Engagement, Museum Collections, Retail, and Events; Coordinate to ensure alignment with strategic goals;
- Support the creation of annual department budgets and annual department plans including both operations and staffing; provide budget reports and projects as needed with a minimum of a three-year outlook;

- Hire, train, manage, evaluate, develop, and supervise Experience Team staff with an emphasis on succession and professional development; Lead team members in setting work goals and maintaining accountability for goal achievement; Ensure that staff members are resourced with individual professional development plans;
- Lead and directly engage in cross-departmental programs and projects especially major events such as *Holidays at Filoli* and the installation and interpretation of exhibitions.
- Provide oversight and continually improve to ensure excellent internal processes and systems;
- Oversee effective and accurate use of Altru database, Counterpoint POS, square and other relevant technology, including meeting organization-wide standards for use;
- Partner with the finance and accounting team in the work to ensure that all administrative requirements are completed in a timely fashion;
- Collaborate closely with the Marketing team to ensure program work is aligned with overall institutional messaging and brand standards;
- Coordinate with the Property team to ensure seamless visitor experience while necessary work on the property is addressed.

## **SUPERVISORY RESPONSIBILITIES**

Job titles of those who report directly to this position currently are: Director of Learning and Engagement (FT), Director of Museum Collections (FT), Director of Events (FT), Director of Visitor Services (FT), and Director of Retail Operations (FT).

## **MINIMUM QUALIFICATIONS**

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational and skill requirements listed below:

**Education:** A Bachelor's Degree is required. An advanced degree and/or specialized training is ideal.

### **Core Competencies:**

- **ORGANIZATIONAL MANAGEMENT EXPERIENCE** – Direct experience serving as a member of a leadership team, with a proven track record of successfully implementing the overall organizational vision and strategy. Experience developing creative structures of support/accountability among peers and teams. Strong administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- **VISITOR EXPERIENCE**– At least 5 years directly working in one or more visitor experience platforms - visitor services, education, events, public programs, retail, etc. Direct experience in building complex strategies with supporting budgets and plans to develop earned revenue opportunities. Results driven with financial acumen to drive revenue.
- **PEOPLE, PROJECT, AND PROGRAM MANAGEMENT SKILLS** – Exemplary people management and strategic leadership skills with experience in managing senior level staff. Ability to link the development of people with achievement of organizational outcomes. Effective team leadership skills. Cross-functional collaborative capacity. Ability to either take direction or work independently as the situation requires. Strong supervisory skills and proven success supporting staff development and empowerment. Demonstrated experience organizing, managing, and evaluating events, campaigns, or productions.
- **LEADERSHIP** – Flexible, energetic, and outcomes-oriented self-starter who brings a creative approach to solving problems. Capacity to interact effectively with Filoli's many visitor-

based audiences and community partners. A leader who can positively influence both strategic and tactical visitor-centered programs and experiences.

- **CULTURAL COMPETENCIES** – Model a responsibility to self-awareness and awareness of others to recognize that individuals bring unique backgrounds, beliefs, values, and world-views. View racial and cultural differences as assets to the organization.
- **DIVERSITY, EQUITY, AND INCLUSION** – Committed to Filoli’s dedication to integrate accountability across all efforts to support and sustain a racially equitable organization. Demonstrate a passion of advancing organizational DEAI objectives and influencing others to approach all work with an equity lens. Promote processes and communication that encourage organizational cultural competence and inclusion.
- **COMMUNICATION SKILLS** – Exceptional oral and written communication skills including the demonstrated ability to research, and analyze information, compose reports and correspondence, and present proven data in a clear and inspiring manner.
- **DECISION MAKING** – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives and formulate rapid solutions, with understanding of the inherent risks and the implications of making tough decisions.
- **COMPUTER SKILLS** – Strong capacity for using sales software and databases. Proficiency with Google Suite and Microsoft Office applications.
- **AVAILABILITY** – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management. Remote work is optional but no more than 25% on a regular basis.

#### **Skills and Abilities:**

- Demonstrate a deep commitment to and enthusiasm for the mission and vision of Filoli;
- Detail and results orientated with intentional use of data to improve performance and processing information to make astute recommendations and/or decisions;
- Possess an organized and strategic approach to the visitor experience;
- Ability to partner effectively and diplomatically with the CEO and key members of the Board of Directors, as appropriate;
- Demonstrated success, with the ability to think strategically while executing tactically within a resource-constrained environment;
- Be an effective communicator who is articulate and persuasive in written and spoken communications;
- Highly motivated and energetic, ability to show initiative and work independently;
- Have experience managing a team of professionals, including the proven ability to mentor, train, and develop staff as well as the ability to create and maintain a collegial and positive work environment with high morale, professional standards and productivity;
- Display a high level of integrity and dependability with a strong sense of customer service, urgency, results-orientation, diplomacy, confidence and good humor;
- Ability to respectfully ask questions, challenge, and communicate both positive and difficult messages to subordinates, superiors, and peers; Speaks about issues truthfully and without blame;
- Sound judgment regarding the appropriateness of guarding confidentiality to protect the privacy rights of colleagues or donors;
- Ability to work in a fast-paced, change oriented environment;
- Follow-through to successful completion all projects and communications.

## **CERTIFICATES, LICENSES, REGISTRATION**

A valid Driver's License is required.

## **PHYSICAL REQUIREMENTS**

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job including:

- Lift/carry up to 50 pounds;
- Direct customer interaction;
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry and bend as well as sit for long periods of time at a computer and talk on the phone.

## **HOW TO APPLY**

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to:  
<https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

Please visit our website for more information: [www.filoli.org](http://www.filoli.org)

Filoli is an equal opportunity employer who values diversity in the workplace.