



## Director of Guest Engagement

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. In this position, you have the opportunity to engage in the 2024 - 2028 Strategic Plan, centered on connecting to our community, and support the launch of a site plan and capital campaign designed to provide Filoli guests greater access to nature. Filoli's culture is rooted in integrity and we are accountable for our work, actions, and impact on our visitors, community, and environment. Through our values, Filoli Team members are committed to being Inclusive, Welcoming, Innovative, Collaborative, and committed Stewards using sustainable practices for the future.

### SUMMARY

Step into a role where every day brings a new opportunity to enchant and inspire as Filoli's Director of Guest Experience. Positioned at the heart of our breathtaking historic house and garden, this full-time, exempt role is pivotal to crafting unforgettable experiences that resonate with every guest. With a salary ranging from \$110,000 to \$120,000, plus comprehensive benefits including health coverage, 401(k), and generous leave policies, you'll find flexibility and support in our team.

As our Director of Guest Experience, you will:

- Champion 'The Filoli Way', ensuring every team member delivers unparalleled service that echoes through our vibrant community.
- Cultivate a team atmosphere that is as flourishing and dynamic as our gardens, guiding our staff towards excellence with every visit.
- Collaborate closely with our Collections, Learning & Engagement, and Event Rentals teams to integrate educational, cultural, and event experiences, creating a seamless and enriching visitor journey.

- Utilize data-driven strategies to elevate guest engagement and set new benchmarks in visitor numbers.
- Provide visionary leadership to our scheduling operations, harmonizing efforts across various teams to optimize guest interactions and enhance our collective offerings.

Ideal Candidate:

- A dedicated leader, ready to embrace and champion our unique ethos, guiding and inspiring excellence across our team.
- A strategic thinker who leverages data and analytics with precision.
- An organizational expert skilled in managing dynamic environments.

Join us on our mission to redefine the essence of cultural experiences at Filoli, situated in the heart of the San Francisco Bay Area. Here, your leadership will contribute significantly to our evolution into a renowned cultural hub, where every visit is an adventure in beauty and inspiration.

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

### **Leadership**

- Independently manage the Visitor Services Department in support of the overall strategic direction of Filoli;
- Oversight for annual department planning and in creation of overall annual operating plans (as aligns with Strategic Plan);
- Significant responsibility in tracking and reporting for strategic alignment and other success measures;
- Ensure Visitor Services Department is supporting and upholding Filoli policies and procedures;
- With the Chief Operating Officer, lead and participate in the Emergency Response Team;
- Lead internal relationship development to ensure cross-departmental initiatives;
- Lead strategic hiring planning on behalf of all frontline facing teams (including Retail, Learning & Engagement, Event Rentals);
- Leads the scheduling function for all frontline facing teams (including Retail, Learning & Engagement, Event Rentals);
- Primary oversight for partners and contractual relationships: designs relationship or defines work; signs contracts/MOUs; actively leads relationships; integrates internally; participates externally as needed (especially in partnerships);
- Within Visitor Services, participate in local, regional and national conferences and conversations;
- Participate in the monthly Leadership Team meeting;
- Fulfill expectations as listed in Filoli's Expectations for Directors, Managers and Supervisors (see attached);

### **Guest Experience**

- Under the general direction of the Chief Experience Officer, strategically plan for increasing visitation, safety and improving the visitor experience;
- Lead efforts to provide an excellent visitor experience;
- Manage safety/emergency plans and supplies on property and participate or lead the response to emergencies, injuries or other like matters;
- Extensive knowledge of Altru (or similar) ticketing software or equivalent program for visitation analysis and forecasting;
- Oversee the scheduling function of all private tours and hikes;
- Manage the organization's Master Calendar;
- By developing and analyzing management reports of varying needs and complexities, analyze daily visitation and tour revenues;
- Promote Filoli membership;
- Work with Collections, Horticulture and Property Operations to oversee security and public safety, including preventative strategies and basic conservation procedures;

### **Personnel and Budget**

- Directly manage professional or area staff or relevant contract professionals: responsible for scheduling, training; evaluating and all coordination with Human Resources;
- In collaboration with the Chief Experience Officer, oversee all aspects of department budget planning and communication;
- Responsible for training onsite staff and volunteers about visitor service procedures and policies;

### **General**

- Ability to provide the highest quality service to all customers in every interaction;
- Uphold all Filoli's policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization;
- Attendance and punctuality are essential to work and all work-related functions.

### **SUPERVISORY RESPONSIBILITIES**

Job titles of those who report **directly** to this position currently are: Visitor Services Manager (FT) and Visitor Services Scheduler (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 and/or Experience:**

**Education:** B.A. or B.S. in Business Administration, Hospitality/Tourism Management, or related field OR a combination of equivalent education and directly related work experience.

**Core Competencies:**

- **GUEST EXPERIENCE** – A minimum of 5 years' experience in mentoring, training and supervising hourly, full-time and part-time employees and providing front-line customer service (preferably in the hospitality industry or with a cultural institution) as well as working with a medium-to-large size organization in collaborative and cross-functional assignments. Proven track record of using data to make informed business decisions and predict frontline needs.
- **PEOPLE AND PROJECT SKILLS** – Effective team leadership skills and cross-functional collaborative capacity. Ability to either take direction or work independently as the situation requires.
- **LEADERSHIP** – Flexible, energetic, and outcomes-oriented self-starter who brings a creative approach to solving problems. Capacity to interact effectively and build partnerships with Filoli's many constituencies including staff, Board members, community partners and supporters, donors, members, visitors, and volunteers. Strong administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- **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** – Communicate (listening and speaking) effectively with visitors, staff, volunteers and emergency responders. Outstanding written communication skills.
- **DECISIVE NATURE** – 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 decisions.
- **COMPUTER SKILLS** – High proficiency in a PC, Windows environment and Microsoft Office products as well as Google Applications. Proficiency in admission ticketing/membership software programs. Above-average proficiency in scheduling/calendar software programs.

- **AVAILABILITY** – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management.

**Skills and Abilities:**

- Demonstrated ability to handle multiple tasks under considerable pressure while maintaining a calm and helpful demeanor that yields exceptional customer service at all times;
- Ability to take and give direction, multi-task and work effectively in a team environment;
- Swiftly and successfully solve problems and address immediate issues that might arise;
- Demonstrate exceptional attention to detail and take a very “hands on” approach to tasks;
- Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals.

**CERTIFICATES, LICENSES, REGISTRATIONS**

A valid Driver’s License is required.

**PHYSICAL REQUIREMENTS**

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

- Frequently lift and carry up to 40 pounds;
- Stand, walk/run across uneven terrain (sometimes swiftly in case of emergencies), climb stairs, reach, lift, carry and bend as well as sit for moderate periods of time at a computer.

**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.**