



Job Description

Job title	<i>Manager of Visitor Experience and Education</i>
Reports to	<i>Artistic and Programming Director</i>

Job purpose

Reporting to the Artistic and Programming Director, the *Manager of Visitor Experience and Education* will implement the Woodland Cultural Centre's objective to move towards experiential programming that makes a personal connection with visitors and advances understanding of, and respect for, Indigenous cultures, languages, histories, rights and perspectives. The *Manager of Visitor Experience and Education* will lead a team of hands-on cultural interpreters and visitor experience staff to create exceptional and engaging experiences – online, in-person and in asynchronous programs and tours. Working closely with the Artistic and Programming Director the *Manager of Visitor Experience and Education* will help to guide Woodland's learning and experience strategy, and operationalize that strategy through visitor engagement. The Manager of Visitor Experience and Education will work within the policies and procedures established by the Woodland Cultural Centre.

Duties and responsibilities

- Champions a progressive visitor experience and a welcoming environment for diverse audiences to enhance opportunities to engage with Indigenous culture in meaningful ways.
- Works to ensure visitor satisfaction and optimal visitor experience.
- Coordinates all aspects of front of house operations by maintaining, reviewing, and enhancing procedures and ensuring that these protocols are followed in daily operations.
- Monitors incident reports, security issues and exhibition equipment with the Artistic and Programming Director and Collections Registrar.
- Updates educational program and informational signage in consultation with Exhibitions, Marketing & Communications staff.
- Recruits, hires, trains, schedules, coaches and evaluates cultural interpreters, visitor experience staff and volunteers. Ensure compliance with Woodland policies and practices.
- Provides evening and weekend event support with check-in and other duties as needed.
- Supports the work of the Manager of Development and Retail Services to merchandise gift shop and support Visitor Services staff to use POS system and maintain inventory of stock.
- Work with direct reports and leadership team to ensure that revenue and attendance targets are met.
- Develop strategies and plans for virtual and in-person learning experiences for visitors.
- Lead the review of existing educational resources and the development of new learning assets in accordance with Woodland's strategic plan objectives.
- Work closely with various managers and managing directors of various teams to ensure that departmental activities are efficiently coordinated. Liaise with external departments, contractors, and consultants to ensure that educational programs are properly supported.
- Develop school offerings in keeping with provincial curriculum, working with stakeholders such as the Ministry of Education and Ontario School Boards. Ensure quality of delivery of education programs and appeal of programs to teachers, students and the general public.
- Work with Marketing to effectively promote the Education and Visitor Experience department.
- Other related duties as assigned



Qualifications

- University degree in Indigenous Studies, Education, Cultural Studies, Museum Studies. An Ontario Teaching Certificate would be an asset.
- A minimum of two (2) years' experience in managing hands-on or interactive learning experiences and visitor experience.
- A proven ability to manage programs or teams with a budget.
- Experience in educational design for vulnerable learners a strong asset.
- Proven organizational, leadership, conflict management, and training skills.
- Demonstrated ability in revenue generation.
- Proven skills in effective promotion of educational programming.
- Effective oral communication and public relations skills with a strong client service orientation.
- Initiative, sound judgment and problem-solving skills.
- Knowledge of Microsoft Office, iCloud, web-page, and social media applications.
- Must pass a police record check.
- Have a valid driver's license and reliable transportation and proof of insurance.

Working conditions

- This position requires moderate physical effort.
- This position requires moderate visual/sensory effort.
- This position typically operates in a generally agreeable work environment.
- Mental Stress: There is regular deadline pressure from various sources.

Direct reports

Artistic and Programming Director

Approved by:	<i>Heather George, Executive Director</i>
Date approved:	<i>2025-05-02</i>
Reviewed:	

JOB POSTING

184 MOHAWK ST. BRANTFORD, ON. N3S 2X2
WOODLANDCULTURALCENTRE.CA
519-759-2650



W O O D L A N D
C U L T U R A L C E N T R E

Posting Period: Accepting candidates until filled
Position: Parental Leave Replacement - Manager of Visitor Experience and Education
Location: Woodland Cultural Centre
Job Status: Full time, temporary 14 months
Hours of Work: 37.5 hrs/week
Salary Range: The salary for this position is \$61,000.00 annually.

SUMMARY

Reporting to the Artistic and Programming Director, the *Manager of Visitor Experience and Education* will implement the Woodland Cultural Centre's objective to move towards experiential programming that makes a personal connection with visitors and advances understanding of, and respect for, Indigenous cultures, languages, histories, rights and perspectives. The *Manager of Visitor Experience and Education* will lead a team of hands-on cultural interpreters and visitor experience staff to create exceptional and engaging experiences – online, in-person and in asynchronous programs and tours. Working closely with the Artistic and Programming Director the *Manager of Visitor Experience and Education* will help to guide Woodland's learning and experience strategy, and operationalize that strategy through visitor engagement. The Manager of Visitor Experience and Education will work within the policies and procedures established by the Woodland Cultural Centre.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manage departmental staff and volunteers;
- Develop and enhance educational programs;
- Coordinate front of house visitor experience;
- Develop plans and accountability tools to ensure financial targets are met;
- Support grant writing and development proposals to secure additional programming funds;
- Develop visitor feedback tools.

QUALIFICATIONS

- University degree in Indigenous Studies, Education, Cultural Studies, Museum Studies. An Ontario Teaching Certificate would be an asset.
- A minimum of two (2) years' experience in managing hands-on or interactive learning experiences and visitor experience.
- A proven ability to manage programs or teams with a budget.
- Demonstrated ability in revenue generation.
- Effective oral communication and public relations skills with a strong client service orientation.
- Knowledge of Microsoft Office, iCloud, web-page, and social media applications.
- Must pass a police record check.
- Have a valid driver's license and reliable transportation and proof of insurance.

For a full description of the Essential Duties & Responsibilities and Education/Experience, please refer to attached Job Description for further details

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W O O D L A N D
C U L T U R A L C E N T R E

SUBMISSION PROCESS:

All applicants for this position should submit a cover letter, resume, and three references.

Closing Date: Until Filled

If interested, please send cover letter and resumé with references to:

Woodland Cultural Centre
184 Mohawk Street, Brantford, ON, N3S 2X2

Administrative Assistant
(519) 759-2650
administration@woodlandculturalcentre.ca

Please Note:

- Only those applicants who meet the qualifications will be contacted for an interview
- References will be contacted following successful interviews
- Police Record Check and copies of education will be required at the time of Offer of Employment

Nia:wen/Thank You

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