

Group Tours Outreach Coordinator

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

We are currently seeking a Part-time Group Tours Outreach Coordinator to increase group tour bookings and visits. Candidates must be able to commit up to 24 hours a week.

Roles and Responsibilities:

- Project manage the creation of new virtual tour products for key exhibitions
- Systematize acquisition and retention efforts utilizing project management and marketing tools to support booking of tours
- Support existing relationships with group tour audiences and strategically identify and activate new groups
- Identify and establish relationships with large group tour operations and smaller local societies
- Develop a strategy for securing groups in both the high-end tourism market as well as key influencer and audience groups in NYC Metro.
- Establish relationships with concierge operations, universities, and other interested parties (for Q3 2021)
- Identify and pursue strategic opportunities including forging a deep and productive relationship with NYC & Co. and its affiliate offices in key markets
- Cultivate and manage targeted group outreach events and programs; make personal appearances to sell group tours
- Maintain database and track group sales leads, inquiries, lost business, sales revenue, and provide ongoing status reports as required
- Establish and maintain relationships with travel, tourism, convention and meeting partners with a strong focus on Tour Wholesalers and Tour Operators
- Attend travel industry tradeshow and hospitality networking events (virtually, July 2021)
- Report on customer relationships, sales forecasts, and new prospects
- Follow up with group sales customers via surveys and phone calls to determine satisfaction

A successful candidate will have:

- Bachelor's Degree Marketing, Communications, Arts Administration, Museum Studies, or related discipline preferred
- 3+ years of group sales or public program experience in a museum or related field preferred or gallery, arts and culture, or tourism experience
- Knowledge of New York City history
- Excellent communication skills
- Self-motivation and excellent organizational skills

BENEFITS

Benefits include paid time off.

HOW TO APPLY

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Title of Position** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification or expression, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race (including traits historically associated with race, such as hair texture and style), religion (including attire, clothing or facial hair worn in accordance with religious requirements), sex (including pregnancy, childbirth or related medical conditions and transgender status), sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. The museum complies with applicable state and local law governing nondiscrimination in employment which prohibits discrimination and harassment against any employees, applicants for employment or interns, as well as contractors, subcontractors, vendors, consultants, other individuals providing services in the workplace or their employees in every location in which the museum has facilities.