

JOB POSTING

Position

Manager of Visitor Experience and Engagement

Location

Milan

ROLE

The Manager of Visitor Experience and Engagement handles all aspects of the visitor experience on the Fondazione's venues, as well as all public services, mediation, and education. The Manager of Visitor Experience and Engagement contributes to devising engagement strategies to attract different target publics and monitors the quality of the visitor services offered. The Manager of Visitor Experience and Engagement works in the Communication Department.

RESPONSIBILITIES

- Promotes the development of active policies in terms of accessibility, welcoming, listening, understanding, and engaging visitors.
- Contributes to defining engagement and awareness-raising strategies for the different target publics to ensure a successful visit and fruition of activities, in agreement with the Head of Communication and in cooperation with other departments.
- Develops and monitors the validity of the signage and directions for the different publics to ensure clarity of information and fluidity of the physical and digital visitor experience.
- Promotes content interpretation for all cultural projects and monitors the preparation and creation of materials and texts used by the public, such as exhibition panels and printed and online guides.
- Plans continuous training for mediators and visitor staff and implements educational activities and mediation projects dedicated to the public.
- Supervises the visitor service in the everyday reception and management of the public.
- Contributes to the development and application of strategies covering visitor diversity, equity, accessibility, and inclusion.
- Supervises the measurement of user satisfaction and produces qualitative and quantitative reports.
- Analyses the initiatives of other subjects in the cultural context and maintains advanced benchmarking techniques.
- Manages the budget covering training, mediation, and education activities.

REQUIREMENTS AND KNOWLEDGE

- At least five years' experience in a similar role in museums or cultural institutions.
- Master's degree in Art History, Museology, Art Education, Cultural Mediation, or Communication and Valorization of the Historical, Artistic, and Cultural Heritage.
- Interest in and predisposition towards cultural and artistic activities.
- Relational, management, and organizational skills.
- In-depth understanding and knowledge of questions relating to diversity, equity, inclusion, and accessibility in the cultural world.
- Flexibility and commitment to creating a respectful and inclusive work environment.
- Proactive and innovational outlook.
- Excellent knowledge of Office applications, in particular Excel and PowerPoint, and good knowledge of the major software graphics programs produced by Adobe and CRM applications.
- Full mastery of Italian and English, and preferably a second foreign language.