



## **Job Opening: Visitor Experience Manager**

**Location:** Auburn, NY | **Salary:** \$50,000–\$62,000 + benefits

The NYS Equal Rights Heritage Center seeks a dynamic **Visitor Experience Manager** to lead operations. This full-time role oversees staff, visitor services, events, marketing, and partnerships to enhance Auburn's appeal as a tourist destination. The ideal candidate has 5–7 years of leadership experience, excellent communication skills, and a passion for tourism, especially for Auburn's history & culture. Apply today and help shine a light on all that the City of Auburn has to offer. Interested candidates should email a cover letter and resume by October 14, 2025 addressed to NYS ERHC Search Committee, c/o City of Auburn Office of City Clerk, City Clerk Chuck Mason, [cmason@auburnny.gov](mailto:cmason@auburnny.gov) 24 South Street, Auburn, NY 13021. We will begin reviewing applications as they are received and may conduct interviews on a rolling basis prior to the posted deadline.

About the NYS Equal Rights Heritage Center (ERHC). The ERHC is a tourism/visitor center owned by the City of Auburn, NY. It features the city's visitor information center, a Taste NY Market, an exhibition on NYS equal rights heritage tourism and serves as an event space for city and public events. The center is operated in partnership with the Auburn Downtown BID. The building also houses the offices of the Auburn Downtown BID, the Cayuga County Office of Tourism and the city's Historic & Cultural Sites Commission.

*Date of posting September 9, 2025. Application deadline updated and posted on September 17, 2025.*





## **Visitor Experience Manager Position Description**

**Position reports to:** Board of Directors

**Employment with:** Auburn Downtown Partnership (Auburn Downtown Business Improvement District (BID))

**Minimum age requirement:** 18

**Annual Salary Range:** \$50,000 – \$62,000

**Benefits:** Health insurance, paid time off, and other benefits as offered by the Auburn BID following 90 days of employment, plus NYS Equal Rights Heritage Center 20% merchandise employee discount and mileage reimbursement at the IRS rate of \$.70/mile for work related travel, excluding commuting to/from work.

### **Summary**

The Visitor Experience Manager (VEM) is responsible for the oversight of all aspects of the visitor experience and operations of the NYS Equal Rights Heritage Center (Heritage Center) and providing administrative leadership for the City of Auburn Historic and Cultural Sites Commission (Commission). The VEM plays an integral role in the visitor experience, supervising a team of Visitor Experience staff engaged in the delivery of excellent customer service, and works with the Auburn Downtown Partnership (ADP) Board of Directors, City of Auburn, and Commission to fulfill the mission of maintaining a central Visitor Information Center that promotes Auburn's strengths as a tourist destination and positively impacts the local economy through visitor attraction and spending.

### **Responsibilities**

- Oversee daily operations, and proactively assess and recommend enhancements and improvements that are aligned with the Heritage Center's mission, budget, and diverse partners and visitorship
- Interview, hire, train, schedule, appraise, and support Heritage Center Visitor Experience fulltime and parttime staff, volunteers, and interns to provide positive public-facing experience that encourages repeat visitation and community participation





- Manage and administer payroll and paid time off for ADP and Heritage Center staff accurately and on time, in addition to working with the ADP Executive Director and Personnel Committee for other human resources-related matters, including the annual ADP handbook renewal
- Create and administer project management that may include annual events, other programming, vendor management, marketing campaigns, advertising, sponsorship, grant writing, meeting organization, and other funding opportunities for the Heritage Center and Commission
- Implement and monitor efficient and effective financial systems and annual budgets that support the programs of each entity, and develop strategies to increase Heritage Center revenue
- Act as a liaison with various tourism, hospitality, and community boards, city government as well as representatives of state and federal government, including but not limited to participating on boards and committees
- Demonstrate leadership and advocacy skills to maintain positive and collaborative relationships with all local and regional partners and stakeholders for the Heritage Center and Commission, and conduct outreach, public speaking, presentations, as requested, and participate in professional development opportunities
- Program and maintain all websites and social media channels; content creation and graphic design; professional memberships; promotional literature; event listings; digital exhibitions; conduct reputation and brand management; attendance, annual, and other reports; and craft editorial content and press releases for the Heritage Center and Commission
- Supervise procurement and maintenance or upgrades of furniture, utilities, computers, security systems, and signage for the overall facility
- Provide a monthly report for BID Board meetings and meet monthly with the Board Chair and City liaison City Clerk, and provide quarterly building maintenance report to DPW, or as needed





- Ensure building, staff, volunteer, tenant, and visitor needs, complaints, and other feedback are proactively collated, responded to, addressed, and followed through as appropriate

### **Essential Skills**

- Has a passion for promoting heritage-tourism destinations throughout Auburn, Cayuga County, Central New York, and the Finger Lakes region; being a city, county, regional ambassador
- Extensive communication and interpersonal skills, both oral and written, a must, that promote open communication, friendliness, respect for all positions, maintenance of confidentiality, and contribute to the success of the organization
- Demonstrates the ability to be an energetic, forward-thinking, dependable, and problem-solving individual with high ethical standards, and an appropriate professional image
- Positive attitude, ability to work independently and collaboratively, and some scheduling flexibilities are requirements of this position, including availability to work outside of normal 9 to 5 business hours, public holidays, and weekends

### **Education / Experience**

- Bachelor's degree in hospitality, tourism, museum management, business administration, communications, marketing, education, or a related field preferred, and/or 5-7 years of leadership experience, including managerial or supervisory level
- Meet the minimum age requirement as listed on page one (1) of this position description
- Knowledge of budget preparation and working within defined budget constraints
- Ability to develop and sustain professional relationships through networking required, and experience managing contract vendor relationships and accounts
- Comfortable with public speaking and presenting in group settings required





- Computer skills – Microsoft Office; Adobe Creative Suite; Video editing applications; Graphic design platforms; Content Management Systems; Google applications; Social Media accounts; Crowd-sourced listings; Scheduling software; Video teleconferencing software; etc., as needed
- Comfort level with visitor information technology and eagerness and ability to learn new computer-based software programs as needed

### **Physical Demands**

- The physical demands described here are representative of those that must be met by you to successfully perform the essential functions of this position: regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; talk or hear and you will be required to sit; climb or balance, stoop, kneel, or crouch; you must regularly lift and/or move up to 30 pounds
- Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus
- Reasonable accommodations will be made to enable individuals with disabilities to perform these essential functions
- NYS Motor Vehicle license required; evidence of personal vehicle with current registration & insurance required

***We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.***