



National Law Enforcement Officers  
MEMORIAL FUND  
RESPECT. HONOR. REMEMBER.

**National Law Enforcement Officers  
Memorial Fund (NLEOMF)  
Job Description**

**Position:** Director of Museum Group Sales and Tourism

**Incumbent:** Open

**Reports to:** Sr. Director of Museum and Memorial Operations

**Direct Reports:** None

**Summary of Position:**

The Director of Museum Group Sales and Tourism for National Law Enforcement Museum (NLEM) is responsible for developing and implementing the sales and service strategy for the museum's admission, membership, group, private event, corporate partnership sales and fulfillment. They are also responsible for building a sustainable service model that focuses on enhancing the guest experience and retention of consumers. They will do so through leading, developing and mentoring their team giving measurable and meaningful guidance, strategy and support.

**Primary Areas of Responsibility:**

- Leads the team responsible for membership sales, group sales, private event sales, corporate partnership sales and activation, along with visitor services.
- Develops annual sales and retention plans including goal setting and operational strategies, as well as analyze trends and results.
- Closely assess product mix to determine best practices for moving consumers up the sales ladder including working collaboratively with the advancement team on prospecting for donor gifting.
- Ensures that sales and service efforts, along with corporate partnerships are in alignment with the vision of the organization.
- Oversees Visitor Services function (box office, front-line service representatives, ticketing staff and volunteers), strategy and operations.
- Cultivates a sustainable customer service centric program for frontline staff that provides tools, resources and ongoing training; laser focus on customer journey along with recognizing and rewarding employees based on desired behaviors and motivating influences.
- Evaluates ticket pricing by evaluating product value and demand, changing trends and economic indicators in collaboration with the finance and data analysts.
- Prepares sales reports showing sales volume, potential sales, and areas of proposed client base expansion.

- Monitors competitor arts & entertainment organizations, sales and marketing activities.
- Mentors, provides training and feedback to staff to further develop skill set, enroll and inspire team.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Meets with key clients, assisting sales managers with maintaining relationships and negotiating and closing deals, including renewals.
- Leads the management of the corporate partnership portfolio, cultivates relationships with these partners and ensures that all of partners are stewarded with excellence.
- Collaborate sales efforts with the advancement and the programs team.

**Knowledge/Skills/Abilities:**

- Bachelor's degree in sales, marketing or business administration or equivalent number of years of experience
- Minimum of five (5) years of sales or management experience required, non-profit experience a plus
- Must have business acumen and communication proficiency
- Proven customer/client focus
- Must be able to demonstrate a high level of leadership ability
- Strong speaking and presentation skills
- Self-starter with a strong work ethic
- Must poses problem solving and analytic skills
- Results driven
- Strategic thinking and collaborative approach
- The ability to work collaboratively with internal resources to develop sales materials and presentation decks
- Strong understanding of partner activation, customer engagement and event marketing
- Attention to detail with strong follow through skills
- Willingness to work in a team environment and collaborate across organizational channels

**Working Conditions:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee is regularly required to sit, stand and walk. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee is frequently required to lift up to 30 pounds, and occasionally up to 50 pounds.

Position will involve an increased workload during the National Police Week. Will include travel to conferences and other events.