

Title: General Manager, Museum Operations & Revenue

Employee Classification: Full time

Reports to: Board of Director Responsible for Museum Operation

Role Priorities: Ownership and leadership of the organization's four operating business revenue lines: ticket sales, store sales, membership sales and events venue rental bookings. Proactive financial reporting and Board-level operations accountability.

Location: On-site at The Sailing Museum & National Sailing Hall of Fame, Newport, RI

Hours: Full-time business hours Monday-Friday, with some weekend/evening coverage for special events and peak visitation as necessary.

Competitive salary with performance bonus tied to earned-revenue targets, healthcare, PTO, retirement plan, museum store discount and more. \$80K-\$100K commensurate with experience.

Available: Immediately

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Located in the heart of Newport, RI, The Sailing Museum & National Sailing Hall of Fame celebrates the rich history and vibrant culture of sailing. Our mission is to preserve and share the legacy of the sport while inspiring future generations. Through the museum's interactive exhibits, events and educational programs, we connect visitors with the stories of sailing legends and the importance of maritime heritage. For more than a decade, the National Sailing Hall of Fame has honored those who have made a significant impact on the sport of sailing. Inductees include pioneering sailors, influential designers and dedicated contributors who have left an indelible mark on sailing's history.

### **About the Role**

The Sailing Museum & National Sailing Hall of Fame seeks a metrics-driven General Manager to own day-to-day museum operations and drive earned revenue growth. This dynamic leader will be a hands-on, professional managing ticket sales, the museum store and e-commerce, venue rentals and events, Membership sales and building operations. The GM ensures the museum operates with fiscal responsibility, fosters a transparent and collaborative workplace, and delivers a best-in-class visitor experience. The GM will be responsible for operating plans, reports and other proactive structure to drive growth and fiscal stability. This is a business role focused on goals, metrics and financial results. No museum experience is necessary.

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Pillars of Success, Responsibilities

Revenue Growth & Performance

1. Lead all admissions strategies to maximize visitation, set and achieve attendance goals, and increase average revenue per visitor.
2. Oversee the Museum Store and online shop: drive sales, manage product assortment, track inventory turnover, minimize shrink, and align merchandise with brand mission.
3. Direct the venue rentals and events program, including proactive pipeline management (inquiries → tours → contracts → completion), event execution and client satisfaction.
4. Partner with vendors, influencers and hospitality organizations to promote retail and rental offerings, track campaign results and optimize conversions.
5. Monitor and report on earned revenue mix (admissions, store, rentals).

Fiscal Responsibility & Reporting

1. Build and manage operating budget; ensure expenses and revenues meet or exceed plan.
2. Produce monthly and quarterly reports with key metrics: operating budget vs. actuals, net operating margin, and revenue growth by category.
3. Establish cash-handling procedures, reconcile POS systems, and maintain strong internal controls.
4. Present regular Board Dashboards, covering attendance cross-sections, retail sales, rental pipeline, expense variance and visitor insights.

Operations & Guest Experience

1. Oversee all front-of-house operations, including visitor services, ticketing, admissions/store personnel, to ensure a welcoming, inclusive and accessible experience.
2. Implement visitor feedback tools and track satisfaction, repeat visitation and membership conversions.
3. Supervise facilities and security operations, including preventive maintenance, vendor contracts, safety protocols, and regulatory compliance.
4. Maintain clear SOPs for opening/closing, event execution and emergency/unexpected response situations.

People & Culture

1. Build a positive, collaborative and transparent workplace, fostering open communication, regular team updates, and recognition of success.
2. Manage, coach and evaluate team members; set goals and accountability measures.
3. Champion diversity, equity, accessibility and inclusion practices across staff and visitor services.

Strategic Growth & Community Impact

1. Collaborate with various internal and external stakeholders to build and expand community partnerships, group visits, and sponsorship opportunities.
2. Ensure museum offerings are positioned as premier experiences for locals, tourists and national sailing enthusiasts.
3. Track, evaluate and strengthen community engagement, school visits, and partnership KPIs to align with mission-driven growth.

Success Measures

The GM will be evaluated on the ability to deliver measurable outcomes across the following areas:

1. Attendance and admissions revenue growth
2. Museum store and e-commerce sales, with strong inventory and margin management
3. Venue rentals pipeline and successful event execution
4. Operating budget adherence and fiscal responsibility
5. Clear, timely, and transparent Board and Committee reporting
6. Visitor satisfaction and repeat engagement
7. Staff and volunteer engagement, retention and development

Qualifications

1. 5+ years in venue, hospitality, or other operations with direct P&L responsibility; experience leading retail/e-commerce and venue rentals strongly preferred.
2. Proven people leader who builds transparent, accountable teams and elevates standards.
3. Fluency with ticketing/POS and Salesforce-based CRM systems; cash-handling/transaction controls and reconciliation best practices.
4. Knowledge of facility operations, vendor management, safety/compliance, and event logistics.

Schedule & Physical Requirements

Full-time with regular weekend/evening coverage for events and peak visitation; ability to walk/stand for extended periods and assist with event setups within reasonable accommodations. Physical demands typically associated with the position include but are not limited to light work, lifting, reaching, organizing, and moving inventory.

How to Apply

Visit <https://thesailingmuseum.org/about/careers/> to apply online via our submission form. No submissions outside of this process will be considered. Thank you for your understanding. Describe a time you improved earned revenue while elevating team culture. Include two references. Applications reviewed on a rolling basis until filled. Background check will be required along with references.

The Sailing Museum provides a welcoming and inclusive environment for visitors, volunteers and staff, and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment.