



Program Sales and Experience Manager

The Miriam P. Brenner Children's Museum has been a beloved spot for families to explore, play, and learn together for over 25 years! As we continue to grow and create exciting new opportunities, we're looking for a dynamic leader to guide our earned revenue program operations. If you're a manager with a passion for excellent customer service, a keen eye for detail, and the ability to bring organization to a fun and creative environment, this is the perfect role for you. Join us and help make the magic happen at the Museum!

Mission: The Miriam P. Brenner Children's Museum (MBCM) empowers young people through play. MBCM is a 501(c)3 nonprofit organization.

Reports to: COO

Hiring Range: \$38,480 - \$43,680.

Benefits include employer-sponsored health insurance, 21 days of paid vacation, and 7 paid holidays.

Position Status: 40 hours per week. Exempt

Position Schedule and Hours:

Monday - Friday 8am – 5:00pm with flexibility in hours depending upon program needs. Occasional evenings and rotating weekends are required.

Roles and Responsibilities

Sales Administration and Logistics

- Oversee administrative coordination for all revenue generating programming:
 - Camps and classes
 - Field trips and group visits
 - Birthday parties
 - Ticketed events
 - Facility Rentals
 - Memberships
- Ensure accurate documentation of payments, deposits, refunds, discounts, and earned revenue records in coordination with finance and operations.
- Collaborate with the Education and Visitor Services teams to ensure accurate scheduling, registration, staffing communication, and program logistics
- Ensure maintenance of internal calendars and registration systems to ensure clear communication across departments
- Monitor enrollment numbers and communicate capacity updates as needed

Reporting, Data & Systems Management



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- Ensure maintenance of accurate records and generate reporting related to:
 - Program participation
 - Revenue tracking
 - Scholarships and discounts
 - Attendance and registration trends
 - Related grant use
- Create and utilize reporting and data for long term planning and real time decision making.
- Become the point person on CRM platform to ensure system is up to date, and is an effective tool supporting the program sales process.

Email Marketing

- Develop and distribute email marketing campaigns for lead generation and sales capture of Museum programs, events, camps, and memberships
- Maintain accurate email contact lists and audience segmentation
- Coordinate marketing timelines and communications related to registration-based programs
- Support website updates and ensure public-facing information is accurate and current

Sales Oversight, Customer Experience, and Customer Relationships

- Supervise the Sales Coordinator and support strong customer service standards
- Ensure timely responses to guest inquiries and accurate booking processes
- Assist with high-level customer service concerns and problem-solving as needed
- Support strategies that improve registration, retention, and guest satisfaction

Gift Shop Management

- Oversee gift shop operations including
 - Coordinate vendor ordering, receiving, pricing, and product setup and inventory management
 - Maintain accurate product records, UPCs/barcodes, costs, prices, and margins
 - Ensure a clean, organized, and appealing space
 - Partner with Visitor Services to train staff on restocking and sales expectations
- Conduct regular reviews of sales performance and adjustments of offerings to align with mission, seasonality, and revenue goals

Qualifications

- Demonstrated commitment to high-quality customer service and guest communication
- Experience using registration systems, client management platforms, point-of-sale systems, email marketing platforms, and spreadsheets or databases. Note: The Museum uses Versai Systems as its CRM. While Versai proficiency is preferred, the Museum will offer training.
- Excellent communication skills, both written and verbal
- Ability to collaborate effectively across departments in a team-oriented environment.
- Ability to manage multiple priorities, deadlines, and operational details simultaneously.

Preferred Qualifications

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- Experience in nonprofit, museum, education, or hospitality organizations
- Bilingual or multilingual communication proficiency
- Supervisory Experience
- Experience coordinating multiple schedules, registrations, or logistics in a fast-paced, customer-facing environment.
- Experience with graphic design platforms.
- Experience with basic website editing/updates (wordpress)

To apply: Please email a resume, letter of interest, and two professional references to sashton@mbcmuseum.com. Application period ends June 12, 2026.

The Miriam P. Brenner Children's Museum is an Equal Opportunity Employer and is committed to fostering a diverse and inclusive workplace. We provide equal employment opportunities to all employees and applicants without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, or any other protected status under applicable federal, state, or local law.