

## Customer Experience Manager

The Customer Experience Manager is responsible for creating educational, entertaining, and enlightening experiences for all passengers and guests. This person will manage ticket sales and gift shop operations.

### Essential Functions:

- Promote and sell train excursions and tickets to individuals, organizations, tour groups, tour operators, and motor coach groups, meeting or exceeding the annual sales budget.
- Report sales results and activity to the Board of Directors monthly.
- Assist marketing consultant with marketing activities.
- Analyze marketing and sales data and customer feedback to develop insights and make recommendations for optimization.
- Create, manage, and monitor ridership and gift shop budget performance.
- Represent Northern Central Railway with tourism and tour organizations, attending trade shows, expos, and sales events to market NCR and effectively create lead generation.
- Plan, develop, schedule, coordinate, and execute train excursions and events in consultation with Superintendent/Operations Manager.
- Update and maintain organization's website, ensuring accurate, grammatically correct, and timely information.
- Update and maintain ticketing and POS software.
- Manage gift shop operations, meeting or exceeding budgeted sales and profits as established by the Board of Directors.
- Plan staff and volunteer work schedules according to planned train excursions, ensuring gift shop staffed during operating hours as determined by the Board of Directors.
- Identify and purchase merchandise; price merchandise to achieve assigned profit margin; ticket and display merchandise; rotate stock and create visually interesting displays.
- Monitor inventory and maintain appropriate stock levels; conduct quarterly cycle counts and annual inventory counts.
- Resolve customers' issues and foster improved relations.
- Respond to phone, in person, and digital inquiries in a timely manner.
- Provide training and coaching to staff and volunteers, ensuring a consistent experience.
- Recruit, train, and supervise staff and volunteers in accordance with company policy.
- Support the organization's vision, mission, and strategic plan.

### Requirements:

- Bachelor's degree in hospitality management, retail management, marketing, or related field or equivalent experience

- Three years' experience in retail, sales, and/or hospitality
- Previous supervisory experience
- Superior verbal and written communication skills
- Excellent sales and customer service skills
- Highly developed interpersonal skills; able to meet people with ease
- Strong analytical and problem-solving skills
- Strong organization skills and detail-orientation
- High level of proficiency in computer skills including Microsoft applications, POS software, social media, and web programs
- Knowledge of marketing strategies and techniques
- Obtain clearances as required by PA Child Protective Services regulations to include PA Child Abuse History Clearance, FBI Criminal Background Check, and PA Criminal Background Check

Work Conditions:

- Regularly required to talk and hear.
- Position is very active and requires standing, walking, bending, kneeling, stooping, crouching, crawling, climbing, and navigating stairs all day.
- Must frequently lift and/or move items that weigh up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Full-time position working hours and days necessary to achieve performance goals based on train schedules and organization needs.
- Majority of time spent on site; occasional travel in local area.

To Apply:

- Email cover letter and resume indicating position title in subject line to Terri Lehman at [tlehman@northerncentralrailway.com](mailto:tlehman@northerncentralrailway.com)