STATEMENT OF WORK (SOW) for Visitor Experience Coordinator

Dated: September 16, 2021
National Museum of Natural History
Office of Education, Outreach and Visitor Services

1. Project Summary
The National Museum of Natural History has a requirement for a Visitor Experience Coordinator within its Branch of Learning Venues and Visitor Experience. The contractor will need to provide the required services onsite Wednesday through Sunday.

2. Context: Smithsonian’s National Museum of Natural History
Services shall be provided at the Branch of Learning Venues and Visitor Experience (VE) of the National Museum of Natural History (NMNH), Smithsonian Institution (SI). The Branch of Learning Venues and Visitor Experience is responsible for implementing for NMNH a myriad of services for daily visitor operations and activities in the public areas of the Museum and in the volunteer program. The contractor shall assist with the coordination of the visitor services and volunteer components of the Branch of Learning Venues and Visitor Experience, including: customer service; assistance with visitor information desks, training, answering visitor inquiries, collecting and entering visitor data, and assisting with the daily needs of the volunteers.

The contractor shall assist with the operations of the Information Desks and the Volunteer Program of the National Museum of Natural History serving over 7 million visitors annually. The Learning Venues and Visitor Experience team interfaces with the majority of Museum Offices including Education, Exhibitions, Special Events, Office of Facilities Management, Security, Building Management, Information Technology, Restaurant Associates, Administration and partner organizations including Central Smithsonian Office of Visitor Services and Smithsonian Enterprises.

The contractor will uphold the Smithsonian, National Museum of Natural History’s philosophy, vision and core standards for visitor service while providing the required services. The primary focus for the contractor is to ensure that the visitors’ “first and last impression” of their experience at the museum is a positive, productive and memorable one.

3. Tasks
This requirement includes three main categories:
I. Coordinate the operations of the Information Desks and Visitor Experience Volunteer Program

- Open and close the Visitor Information Desks
- Stock and maintain necessary resources at Visitor Information Desks
- Ensure cleaning procedures are followed at the Information Desks
- Coordinate the virtual volunteer program for the Information Desks
- Be initial point of contact for the visitor information desks and visitor experience volunteers
- Provide support for and work at the information desks when volunteers or Visitor Experience Associates cannot make their shifts
- Assist in the recruitment and training of new Visitor Experience volunteers.
- Update the Information Desk resource binder as needed
- Track the stock of NMNH maps and alert manager when new order is needed
- Contact volunteers regarding monthly attendance

II. Assist Line Management activities inside and outside of the building

- Assist with the coordination of the Visitor Experience Associates and line management including filling in when an Associates cannot make their shift
- Assist the Visitor Experience & Ticketing Coordinator draft the daily schedule
- Ensure that building entry lines are evenly distributed and properly positioned to facilitate an efficient and safe entry process to the building
- Assist with entry into the Butterfly Pavilion. Will be instructed by Visitor Experience Manager as needed

III. Assist with the operations of the Visitor Experience Program

- Update the visitor inquiry database from the tally sheets collected daily
- Distribute and clean Highlight Tour devices daily
- Answer visitor inquiries (electronic and paper) within 3 days
- Answer and returns messages left on the Visitor Experience phone lines
- Compile monthly reports of comment and desk inquiries
- Provide support for and fill in at Qjr if needed. Will be instructed by Visitor Experience Manager as needed
- Assists with accessibility projects as assigned by Visitor Experience Manager
- Write a weekly report of work completed to be submitted to the COTR
- Attend meetings pertinent to the Visitor Experience Program

4. Period of Performance and Place of Performance

All project activities will begin no later than November 1st, 2021, and will continue through November 1st, 2022, pending need and funding. This contract may be extended in 1 yr periods.

The nature of the deliverables demands that this work will be conducted onsite at the NMNH, outside the museum as well as in the exhibit space.

Contractor shall provide services 40 hours per week, 8 hours a day, including holidays (unless otherwise mutually agreed upon by the COTR and contractor) on a Wednesday through Sunday schedule. Schedules may be altered based on the days of operations of the Museum.