



New England Ski Museum

skimuseum.org



Franconia Notch Branch

135 Tramway Drive
Franconia, NH 03580

Eastern Slope Branch

2628 White Mountain Hwy
North Conway, NH 03860

Job Description Franconia Branch Manager

Job Summary

This full-time (36–40 hours/week), non-exempt position is responsible for both managing the Franconia Branch of the New England Ski Museum and overseeing the Museum's retail operations, including the on-site Museum Shop and e-commerce platform. These are equal priorities, with the Branch Manager serving as the first point of contact for all visitors while also managing retail operations during the workday.

The ideal candidate will have excellent people skills, strong organizational abilities, attention to detail, proficiency with computers, and a familiarity and strong interest in snowsports and ski history. The role also includes assisting with outreach, social media, and other marketing efforts.

Throughout the year, the Branch Manager organizes and hosts small events and leads the silent auction at the annual Hannes Schneider Meister Cup fundraiser, including the solicitation of auction items.

This position reports directly to the Executive Director.

Qualifications, Skills, and Experience

- Bachelor's degree;
- Excellent verbal and written communication skills;
- Strong organizational skills and attention to detail;
- Excellent people skills; able to work collaboratively and independently;
- Proficiency with Microsoft Office, Google Workspace, and general technology;
- Experience with retail operations, merchandising, and customer service;
- Experience in outreach and marketing, social media management, and events;
- Sense of humor a must;
- Basic graphic design skills a plus;
- Experience with databases a plus; willingness to learn museum-specific software;
- Familiarity and interest in snowsports, ski history, and regional history;
- Ability to climb stairs and ladders; walk on snow/ice-covered surfaces; lift up to 25 lbs.

Primary Duties and Responsibilities

Visitor Services

- Welcome and assist museum visitors, act as docent;
- Promote memberships, renewals, and donations;

Retail & E-Commerce

- Manage Museum Shop and e-commerce platform, including ordering, receiving, shipping, and vendor relations;

- Maintain accurate inventory counts and records;
- Develop new products inspired by Museum collections;

Operations & Maintenance

- Open and close the museum; record daily statistics;
- Manage staff schedules for the branch; submit weekly payroll;
- Maintain a clean and welcoming museum environment, including light cleaning, groundskeeping and garbage removal;
- Perform snow/ice removal, including shoveling, sanding & salting, and seasonal outdoor maintenance, like planting and watering;

Marketing & Outreach

- Assist with publicity: social media, newsletters, press releases, signage, posters;

Events & Fundraising

- Organize and host exhibit openings, meetings, and other events;
- Assist with major Museum events, including the Hannes Schneider Meister Cup;
- Organize a silent auction, including solicitation of auction items;
- Help organize and promote fundraisers;

Other

- Support all aspects of Museum activities as needed;
- Perform data entry into various databases as needed;
- Learn new skills with the guidance of the Executive Director;
- Perform other duties and responsibilities as assigned by the Executive Director.

Working Conditions

The New England Ski Museum has a very small staff, requiring that all staffers fill multiple and occasionally unexpected roles. At certain times, employees can expect to be the sole staff member present in the Museum.

Payrate

- \$20-21/hour

Benefits

- Payroll benefits (workers' compensation insurance and Social Security)
- Paid holidays & 10 days PTO accrued over the calendar year

To apply

Please send a cover letter, resume, and three references to Andrea Masters, Executive Director, at director@skimuseum.org. The position remains open until filled.