



EMPLOYEE JOB DESCRIPTION

TITLE: Manager of Public Programs
DEPT: Visitor Engagement
REPORTS TO: Chief Program Officer
SUPERVISES: Family and Youth Programs Coordinator
FLSA STATUS: Full-time, Exempt

SUMMARY OF RESPONSIBILITIES:

Responsible for creating and managing engaging and effective programs and events that respond to the needs of Heritage Museums & Gardens' (HMG's) varied audiences. Includes working collaboratively with internal and external partners, tracking and reporting data, and conducting evaluation that leads to continual improvement of programs and the visitor experience.

SPECIFIC RESPONSIBILITIES:

1. Develop, plan, implement, and evaluate a wide range of creative, mission-driven programs and events that create relevant, accessible, engaging experiences that respond to the needs of HMG's varied audiences, including multi-generational family groups, youth, and adult learners.
 - Lead the planning of a robust annual schedule of formal and informal programs using in-person and virtual platforms.
 - Generate and develop program ideas.
 - Guide and coordinate program design and content, leveraging internal institutional talent and resources. Research, contact, and schedule external content providers, vendors, and performers.
 - Ensure quality in content and delivery, and alignment with the museum's mission, Strategic Plan, Interpretive Plan, and annual goals.
 - Oversee program logistics and delivery, including hands-on participation in execution.
 - Create a welcoming and enjoyable experience for all participants during programs, providing guidance and support as needed.
2. Assess existing program streams to maximize their potential. Develop new formats for programs that engage a diverse and expanded community of learners and use museum resources in innovative ways. Assist the Chief Program Officer with analysis of other area program offerings and establishing clear and appropriate market niches for HMG's offerings.
3. Cultivate, develop, and maintain relationships with new and existing collaborating partners.
4. Prepare and manage the annual budget in areas of responsibility, operating within annual goals. Create and sustain programming that generates earned revenue in accordance with annual goals. Use established systems to prepare and manage program and event budgets, and monitor program performance against targets.
5. Work with colleagues to establish appropriate staffing to achieve program goals, including training, scheduling, supporting, and working collaboratively with paid staff and volunteers assisting with program implementation.

6. Design and conduct evaluation to measure program effectiveness. Deliver reports on program outcomes. Develop or adjust programming as necessary in response to evaluative data and expressed audience needs and interests.
7. Track, analyze, and report regularly on program data, including participation, budgetary performance, and impact upon participants.
8. Supervise the Family and Youth Programs Coordinator, including oversight of school/youth group and family programming, and the management of Hidden Hollow activities.
9. Support the planning and execution of the Gardens Aglow event, assisting with event preparation, facilitating special programs, and performing event management duties.
10. Work collegially and cooperatively with departments across the organization to ensure good communication and the effective management and promotion of all programs and events. Participate in regular cross-departmental meetings to share information and timely operational and logistical details. Demonstrate willingness to flexibly assist other Visitor Engagement teammates as needed.
11. Collaborate with the Marketing Department to create content for use on social media, the HMG website, or other means of audience engagement that will generate excitement about and participation in programs.
12. Represent HMG in the community in positive ways that further enhance the museum's goals and build reputation.
13. Stay informed of trends and current best practices in the professional field, connect with local and regional resources, and share information appropriately.
14. Perform all other duties as assigned by Chief Program Officer or President & CEO.

POSITION REQUIREMENTS:

- Bachelor's degree in Education, Museum Education, Museum Studies, Arts Administration, History, or other field relevant to Heritage Museums & Gardens' mission.
- Minimum of three years of previous experience planning and delivering programs in a museum or other cultural non-profit organization.
- Experience supervising staff and/or volunteers.
- Solid understanding of informal learning environments and educational best practices.
- Excellent written and verbal communication and strong interpersonal skills.
- Comfort working independently, taking initiative to perform multiple tasks efficiently without close supervision.
- Commitment to teamwork. Experience working collaboratively as a member of a team, and leading teams and partnerships.
- Ability to work constructively and professionally with diverse groups across an organization.
- Excellent negotiation, resource management, and problem-solving skills.
- Commitment to providing high quality visitor experiences, and enthusiasm for working with all members of the public.
- Excellent organizational and time management skills and attention to detail.
- Experience and comfort with technology, including databases, the Microsoft Office suite, audio-visual equipment, and internet conferencing. Experience with customer relationship management software, WordPress, and video editing is desired.

- Ability to work a flexible schedule. Requires occasional evening and weekend work from January-November. Requires Wednesday-Sunday work during the Gardens Aglow event (day after Thanksgiving through end of December).
- Willingness to work outdoors as necessary, including in uncomfortable weather or conditions.
- Must be able to lift 30 pounds unassisted, bend, squat, kneel, stand and walk for extended periods of time, and to navigate uneven ground and stairs.
- Must have current driver's license and pass training program to operate museum transport vehicles.
- Must be at least 18 years of age and complete certification program to operate carousel.
- This position is subject to criminal background records checks.

Job Description Revised on: March 4, 2024