



## Director of Programs

**The Moravian Historical Society (MHS)** seeks an experienced nonprofit professional to provide vital support for its programs and to help advance its mission. The Director of Programs coordinates programs, events, and related tasks to ensure the Moravian Historical Society functions successfully. Responsible for the development and implementation of dynamic programming relevant to the museum's existing audiences, the Director of Programs is committed to growing our audience. Reporting to the Executive Director, the Director of Programs will work with the staff and Board of Directors to achieve the overall goals of the organization.

### **About the Moravian Historical Society**

Founded in 1857, the Moravian Historical Society cares for a historic site with two 18th century structures: the 1740-1743 Whitefield House and the 1740 Gray Cottage, the oldest Moravian structure in North America. The museum, open daily, tells the story of the Moravian contributions to early American history. Recognized widely for its significant collection and historically important site, MHS shares this fascinating history through publications and a robust schedule of educational programs, guided tours, museum exhibits, and public events.

### **Key Accountabilities**

1. **Events and community programs**
  - a. Coordinate events including but not limited to: Arts and Crafts Festival, Share the Heritage gala, Annual Meeting, monthly lecture series, and other public programs.
  - b. Negotiate and coordinate event needs and serve as liaison with outside vendors.
  - c. Coordinate supplies for workshops or events and track registration and payment for educational programs, workshops, and events.
  - d. Create and implement new programs to enhance public engagement.
  
2. **Guest Services**
  - a. Recruit, train, and supervise docents, interns, and volunteers.
  - b. Oversee the guided museum tours, provide updates, and develop new tours.
  - c. Book group tours and schedule appropriate staff.
  - d. Greet visitors, respond to inquiries, direct questions to appropriate staff members.
  - e. Manage the Museum Store, including inventory, routine stock management, and other related activities.
  
3. **Development**
  - a. Manage memberships and donations.
  - b. Assist with mailings and fundraising campaigns.

- c. Work with the Executive Director to solicit businesses, MHS constituents, and members of the public to secure in-kind donations and sponsorships for events.
  - d. Assist Executive Director with grant applications, management, and reporting.
4. **Communications and Marketing**
- a. Develop strategies to increase guest attendance and maximum reach.
  - b. Manage Social Media accounts, including creating content for Facebook and Instagram.
  - c. Manage Website updates, Google ads, and profile on browser search engines.
  - d. Manage email marketing campaigns.
  - e. Write and distribute press releases.
  - f. Design brochures, ads, and flyers.

#### **Skills & Experience**

- Bachelor's Degree in museum studies, public history or other related field and 1-3 years of experience coordinating events is required.
- Knowledge of the principles of museum education, site interpretation, and customer service.
- Administrative experience is required, preferably in a non-profit setting.
- Proficiency with office programs, including spreadsheets, databases, and word processing, is required. Must be able to learn new technology programs.
- Experience with websites and social media preferred.
- Ability to prioritize and handle multiple projects and deadlines simultaneously; flexibility and excellent time management skills.
- A team player capable of implementing plans in partnership with the Executive Director, Board members, and other key staff and volunteers.
- A strong communicator who can articulate the Moravian Historical Society's mission, programs, and accomplishments to funders, stakeholders, and the community.
- Must be a self-starter, work well with others, and pay excellent attention to detail.
- Able to maintain a high degree of discretion with confidential and sensitive information.

#### **Special Consideration**

The offices and museum are located inside the Whitefield House, a historic three story building without air conditioning or an elevator. Various museum-related tasks, including lifting moderate weights and working outside during events, are required.

**Reports to:** Executive Director  
**Status:** Full-time, exempt  
**Compensation:** \$40,000-\$45,000 annual salary dependent on experience, health insurance benefits, paid holidays, vacation, and personal days dependent on length of tenure.  
**Schedule:** On site, Monday-Friday, with occasional evenings and weekends.

Qualified individuals are invited to send a cover letter and resume to [director@moravianhistory.org](mailto:director@moravianhistory.org).