



Manager of Public Engagement and 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 Manager of Public Engagement and Programs is responsible for providing leadership for achieving the MHS's program and educational goals, including efforts to build lifelong learning relationships with the diverse Museum audiences. The Manager of Public Engagement and Programs is responsible for the development and implementation of dynamic programming relevant to the museum's existing audiences and is committed to growing our audience reach, with a focus on diversity, equity, accessibility, and inclusion. The successful candidate will provide leadership regarding trends in education, community relations and outreach, history museums, and museum interpretation. This is a part-time position with the opportunity for growth.

About the Moravian Historical Society

The Moravian Historical Society celebrates the rich culture of the Moravians. The historic site includes the 1740-1743 Whitefield House and the 1740 Gray Cottage, the oldest Moravian structure in North America. Founded in 1857, MHS is widely recognized for its significant museum collection. MHS shares the fascinating history of the Moravians and their contributions to early American history through educational programs, guided tours, exhibits, and public events.

Key Accountabilities

1. Program Leadership

- a. Oversee and collaborate with other Museum personnel to create programming and educational initiatives that:
 - i. Leverage the assets of the Museum
 - ii. Create visibility and exposure of the Museum
 - iii. Align with the Museum's overall strategic vision and plan
 - iv. Enhance themes in Museum exhibitions
 - v. Educate, inspire, and engage audiences through a variety of different formats and platforms.
 - vi. Grow attendance, strengthen visitor experience, and deepen connections to the community
- b. Examine and evaluate all programming efforts at the Museum.

2. Education and Interpretive Programs

- a. Cultivate community partnerships and design programs and initiatives that build relationships between the Museum and its wide-ranging communities, including school districts, higher educational institutions, retirement communities, and other community organizations.
- b. Plan and facilitate educational programming onsite and school programs, including Hands-on History Camp and Free Summer Sundays

3. Curatorial

- a. Oversee the guided museum tours, provide updates, and develop new tours.
- b. Work with the Curator of Exhibitions to support exhibition development, including devising visitor learning goals and outcomes, editing and writing in-gallery text, and designing interpretive strategies.

- c. Create interpretive content and in-gallery interactives for exhibitions.
 - d. Train docents to ensure a consistent and overall engaging experience for visitors.
4. **Community programming:**
 - a. Oversee and collaborate with other staff members on events and public programs, including Arts and Crafts Festival, Share the Heritage gala, Christmas in Nazareth, Annual Meeting, monthly lecture series, and other public programs.
 - b. Create and implement new programs to enhance public engagement.
 5. **Supervision**
 - a. Provide leadership in the guest services areas of the museum.
 - b. Recruit, train, and supervise docents, interns, and volunteers.
 - c. Develop projects and support interns and volunteers throughout the program.
 6. **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.
 - d. Oversee Google ads, Google analytics, and profile on browser search engines.
 - e. Manage email marketing campaigns.
 - f. Write and distribute press releases.
 - g. Design brochures, ads, and flyers.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree in history, museum education, education, or related field; an equivalent combination of education and experience may be considered.
- Proven record of program experience, event planning, and event coordination are required.
- Demonstrated management and administrative abilities is required.
- Knowledge of Moravian history is desired.
- Commitment to the best practices in museum education and knowledge and experience of program design, evaluation, and curriculum development.
- Candidates should have a passion for community, history, and the visitor experience.
- Excellent written and interpersonal skills; proven ability to work with a range of colleagues.
- A team player capable of developing, guiding, and implementing plans in partnership with the Executive Director, Board members, staff, volunteers, and other members of the community.
- A strong communicator who is able to effectively articulate the Moravian Historical Society's mission, programs, and accomplishments to funders, stakeholders, and the community.

Special Consideration

The Museum is located in a historic 3-story building without air conditioning or an elevator. Various museum-related tasks, including lifting moderate weights and working outside during events, are required. Limited travel and occasional work on weeknights and weekends as needed.

Reports to: Executive Director

Status: Part-time; no benefits

Compensation: \$20.00 per hour

Schedule: 20 hours per week with evenings and weekends as needed

Qualified individuals are invited to send a cover letter and resume to director@moravianhistory.org.