



Director of Programs and Engagement

The Moravian Historical Society (MHS) seeks an experienced nonprofit professional to advance its mission through program leadership and community engagement. The Director of Programs and Engagement is responsible for the development and implementation of dynamic programming to reach new audiences, build relationships with existing audiences, and enhance public engagement. The Director of Programs and Engagement also manages activities and initiatives associated with the fundraising, marketing, and public relations efforts, including corporate sponsorships, grants, membership, and individual giving. Reporting to the Executive Director, the Director of Programs and Engagement will work with the staff, volunteers, and Board of Directors to achieve the overall goals of the organization. The successful candidate will provide leadership regarding trends in history museums, museum education, and community relations and outreach.

About the Moravian Historical Society

The Moravian Historical Society (MHS) is home to some of America's rarest treasures, illustrating Moravian contributions to American industry, education, music, and art. Founded in 1857, the Moravian Historical Society cares for a 3-acre historic site, two 18th century structures, and a significant museum collection of objects important to the story of early America. MHS shares this fascinating history through publications and a robust schedule of educational programs, guided tours, museum exhibits, and public events.

Key Accountabilities

1. **Research, develop, and manage public engagement programs and events**
 - a. Design and implement programs, initiatives, and campaigns to reach new audiences, build relationships with existing audiences, and enhance public engagement.
 - b. Cultivate community partnerships 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.
 - c. Manage public programs and events, including but not limited to, Arts and Crafts Festival, Share the Heritage gala, Annual Meeting, and monthly lecture series.
 - d. Plan and facilitate educational programming, including Hands-on History Camp, Free Summer Sundays, and school programs to grow attendance, strengthen visitor experience, and deepen connections to the community.
 - e. Manage registration and payment for educational programs, workshops, and events.
 - f. Oversee the guided museum tours, provide updates, and develop new tours.
 - g. 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 and programs.
 - h. Track and assess the effectiveness and impact of programs and projects and make changes as necessary to serve the needs of diverse audiences.

2. Development

- a. Manage and update donor and membership lists, and implement new fundraising campaigns to increase support for the organization's mission.
- b. Identify and solicit businesses to secure in-kind donations and sponsorships for events.
- c. Research new funding sources, write grant applications, track applications, and write final reports.

3. Supervision

- a. Recruit, train, and supervise tour guides, interns, and volunteers.
- b. Oversee the guided museum tours, provide updates, and develop new tours.
- c. Manage and provide leadership to the guest services areas of the museum to ensure a consistent and overall engaging experience for visitors.
- d. Develop projects and support interns and volunteers throughout their work.

4. Communications and Marketing

- a. Work with colleagues to develop content and plans for marketing, press coverage, web content, and other promotional and interpretive materials.
- b. Develop strategies to create greater awareness of our mission in the community.
- c. Provide leadership to increase tourism, visitor traffic, educational tours, and attendance.

Required Knowledge & Experience

- Bachelor's degree and a minimum of two years of relevant experience.
- Excellent writing skills.
- Exceptional communication skills to professionally represent and convey the organization's mission at speaking engagements and other community events.
- Leadership skills, including supervisory experience to train and motivate staff and volunteers.
- Proven record of managing events and public programming.
- 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.
- 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 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: \$45,000-\$48,000 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.

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