

**SHELDON MUSEUM & CULTURAL CENTER**  
**Haines, Alaska**  
**Position Description**

**JOB TITLE: MUSEUM OPERATIONS FACILITATOR (COMMUNITY COORDINATOR)**

REPORTS TO: Museum Director

SUPERVISES: Volunteers

**GENERAL FUNCTION:** The position oversees all aspects of the museum's outreach to the community: marketing, education, programming and volunteer management. The position is responsible for the recruitment, training, management and retention of volunteers; planning and implementation of education programming, educational components in exhibits and community outreach designed to maximize the learning experience for children, adult residents and visitors; and provides leadership in promoting a strong brand identity and marketing museum programs, events and exhibits. Serves as Acting Director in the absence of the Director.

**POSITION RESPONSIBILITIES:**

**Volunteers**

Manages all elements of volunteering including assessing the museum's needs and meeting those needs through recruitment, placement and retention of volunteers.

- Research and write volunteer policies and procedures.
- Work with other staff members to assess each area of the museum's volunteering needs.
- Generate appropriate volunteering opportunities and role descriptions based on identified needs.
- Ensure there is appropriate support and training for volunteers.
- Recruit volunteers and ensure they are appropriately matched and trained for a position.
- Organize volunteer work schedules.
- Maintain databases recording volunteer time and contact information.
- Monitor, support, motivate and accredit volunteers and their work.

**Marketing**

Provides leadership and management to advance the marketing efforts of the Museum.

- Defines the organization's overall marketing & communications strategy to maximize the Museum's visibility in the Haines community and beyond, while promoting a strong brand identity.
- Steers the editorial direction, design and production of the Museum's media and advertising program to key target markets.
- Oversees the production of all Museum online and off-line collateral materials, including fliers, brochures, newsletters, postcards and posters.
- Creates awareness for the Museum brand and offerings, including special events, fundraising efforts, and programs.
- Oversees the effectiveness and tracking of marketing efforts, with a strong emphasis on data analysis, reviews the results and provides strategic oversight accordingly.
- Collaborates with other staff to acquire information to be used in support of marketing projects.
- Serves as one of the Museum's primary external communicators. Cultivates and maintains working relationships with media.
- Oversees the overall look and feel of the website and other digital marketing efforts, especially social media. Ensures digital media is updated at least weekly. Maintains web site and Facebook page.

## **Education**

Plans and implements education programming and community outreach designed to maximize the learning experience for children, adult residents and visitors. Programming must align with the Museum's mission and current exhibitions. Works with the Director as necessary.

- Coordinates and collaborates with the Haines Borough Public Library, the Haines Borough School District staff, Klukwan and Klukwan Schools, Chilkoot Indian Association and other organizations in developing and presenting programs.
- Incorporates hands on educational interpretives into exhibits throughout the galleries, working with the Director, Exhibits and Collections staff to ensure they meet standards of safety and visual appropriateness. This includes coordinating and maintaining the Children's Area.
- Uses volunteers to expand Education Programs.
- Accommodates tour groups, using trained volunteer docents as necessary.
- Facilitates Tlingit Language Class, History Day contest and other mission-related educational activities.
- Working with the Director and other staff, oversees decoration, food and volunteers for events, including annual fundraisers, volunteer appreciation party, speakers and presentations, reception openings, etc.
- Responsible for informing museum staff and board of special needs, programs and visitation schedules for education activities.
- Maintains records of programs and numbers of participants.

## **General Duties**

1. Maintains smooth operation of Museum during visitor hours & special events.
2. Assists other staff members as needed. Performs tasks from another job description when that person is absent. This includes such things as opening the Museum on weekends, holidays, evenings or odd hours for tours or programs and helping with visitor requests.
3. Works effectively as part of the Museum staff, ensuring that the objectives of the Museum are achieved.
4. Provide monthly reports on volunteer activities and visitor numbers; marketing and educational activities.
5. Responds to emergencies.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

The requirements and characteristics listed below are representative of the knowledge, skills and / or abilities required to successfully perform the essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Knowledge of or ability to learn local history, Museum mission, and Museum exhibits. Ability to understand and work within the special needs and requirements of a museum environment, especially the preservation requirements.
- Exceptional independent judgment, strategic and diplomatic thinking. Strong attention to detail.
- Excellent interpretive, interpersonal and oral and written communication skills.
- Ability to write effective press releases and other marketing, promotional and communication pieces. Adept at writing in a variety of voices and styles; experienced text and visual editor and proofreader.
- Excellent project management skills and ability to plan and organize multiple projects simultaneously.
- Ability to understand, synthesize and act on information or instructions provided in written, oral, diagram, spreadsheet or schedule form.
- Graphic design or fine arts skills as evidenced by a portfolio of work, including posters, web sites, or e-newsletters.
- Demonstrates initiative, creativity, flexibility, resourcefulness and calculated risk taking.

- Clear, succinct and positive verbal communication; professional, enthusiastic, engaging spokesperson, ability to communicate effectively to a wide range of target audiences including media contacts, board members, donors, and current and prospective vendors.
- Skilled at building and maintaining collaborative relationships with key contacts in print and radio.
- Ability to effectively work with a wide range of people from pre-school children to adults. Includes experience working as part of a team; experience working with teachers and community groups; and experience managing volunteers, staff or interns.
- Ability to operate the Museum's computer programs, including a thorough knowledge of Microsoft Office programs, including Word, Excel, Powerpoint and Outlook; Adobe products Photoshop, Fireworks and InDesign; Dreamweaver; Pastperfect; and e-newsletter social media such as Mailchip or Constant Contact; Facebook; LinkedIn; Google Chrome.

**MINIMUM EMPLOYMENT GUIDELINES:**

- Bachelor's Degree in a field related to the requirements of the position; or equivalent combination of education and experience
- 3+ years professional experience creating and implementing successful integrated marketing communications plans, educational programs, fundraising or volunteer management while working with a diverse group of people.
- Ability to work a flexible schedule that will sometimes include weekends, evenings and holidays.
- Position requires performing physical activities such as setting up, lifting and moving furniture, exhibits, crates, etc. up to and sometimes over 50 pounds. THIS IS A PHYSICALLY DEMANDING POSITION REQUIRING STRENGTH AND STAMINA. It requires lifting and moving artifacts and other collection items with special care as necessary for acceptable museum standards.
- Good general physical health including the ability to walk up and down stairs.