



**Position:** Public Programs Manager

**Salary:** \$53,720 - \$56,880

**Department:** Museums, Education and Interpretation

**FSLA Status:** Full Time, Exempt

**Work Conditions:** Office environment in a combination of areas: historic fortress, general grounds area, museum building, visitor center. Requires walking moderate distances outside in all types of weather, over brick, stone and dirt pathways. Moderate lifting; ability to climb ladders and stairs. 40-hour work week, 8:30 am-5:00 pm Monday-Friday; may require some evening and/or extended weekend, and holiday work. Telework or alternate work schedule not authorized.

**Reports to:** Director of Museums, Education and Interpretation

The Public Programs Manager develops, manages and delivers public program events such as curator talks, living history events, reenactments as well as programs associated with exhibits. The Public Programs Manager also designs program events' communications plan, designs publicity materials and assists in their promotion. The Program Manager works to raise awareness of Fort Monroe's history and as a Site of Conscience. The Public Programs Manager develops and sources program content and collaborates with external individuals and organizations and creates programs that are site-related and involve historic buildings and fortifications. Close collaboration with the Education Manager, Visitor Engagement Manager and Special Events Director, as well as FMA's partnership with the National Park Service is required. The Public Programs Manager role requires multitasking capabilities, working with little supervision and a commitment to operating in a team environment. The role has a high level of interaction with curatorial, education and program staff, external stakeholders and guest speakers. Programming includes a variety of public and K-12 programs, in various formats, that engage audiences of diverse ages, backgrounds, interests and learning styles. Additionally, the Public Programs Manager completes projects, involving the design and creation of special exhibits that support both education and public engagements. The Public Programs Manager will examine the broader trends in historical interpretation both in theory and application to advance the organization's ability to include multiple lenses in programming and reach varied audiences. The Public Programs Manager will also work with internal stakeholders and external community partners to develop strategies that support and align programs with local, regional, national and international communities FMA serves.

**Responsibilities:**

- Lead and manage a team to develop innovative, meaningful and action-oriented programming and, engage new audiences around the country and world
- Develop relationships with community organizations, artists, and educators to deliver ticketed and free programs
- Work with the Educational Manager and Visitor Engagement Manager and their respective teams to build systems that support public programs
- Coordinate and collaborate with the FMA Director of Venues, Events, and Media Production on joint programming
- Develop, coordinate, support and conduct offsite outreach work for the FMA MEI mission
- Supervise additional staff of part-time, grant funded, contracted and volunteers as required
- Creates materials to support exhibits that increases accessibility and achieve equity to widen the audience reach.
- Establishes goals and milestones to manage production and execution of programs and special projects.
- Produces materials specific for events to include research, design and digital access to support programs.
- Create programs for podcasts, audio recordings and record video to support programming
- Records and produces live broadcasts of public programs, to include live-streaming on FMA web platforms, to support hybrid delivery of programs to reach varied and wider audiences
- Creates content for museum interactives to improve visitor engagement in galleries
- Evaluate and assess the effectiveness and impact of programming and outreach efforts to serve the needs of audiences to provide insight for the MEI Director
- Formulate and articulate budget requirements and execute funding for public programs.
- Develop new visitor experiences in collaboration with the Educational Program Manager and Visitor Engagement Manager. Conduct program preparation and execution
- Create public programs to increase traffic, engage audiences, and expand learning opportunities for visitors.
- Working with the Director of Communications, create visitor-facing communications, including listings and schedules for programs, and contribute to press releases and social media to promote public programs.
- Manage and direct day-of operations for all public programs, including operational support for events and programs.
- Organize and manage logistics for the planning and execution of public programs and workshops for adult and youth audiences
- Conduct assessments and evaluations of programs
- With the Visitor Engagement Manager and the Education Manager, manage and review the structure and capacity of FMA volunteers as a professional team to ably assist with the delivery of Public Program events
- In collaboration with MEI and Fort Monroe Foundation staff, prepare Public Program content for funding applications, grant requests, and sponsor proposals

- Provide guidance, and participate as necessary in the recruiting, hiring, training, supervision, and performance management of Public Programs staff
- Manage and deliver offsite Public Program activities
- Prepare content for promotional Public Program campaigns, including print and digital materials and prepare publicity briefs at regular intervals
- Design, create, and proof content for printed and digital materials used on the web, social media and at other tourism sites.
- Contribute to and provide content for FMA communication campaigns and publications as they relate to Public Programs
- Maintain a current knowledge of national and international public programs management practices and comparative contemporary museum practices and visual culture
- Develop and maintain professional networks
- Engage in professional interactions with peers and allied institutions, serve on appropriate committees, attend meetings, workshops and professional conferences
- Establish relationships with other cultural organizations. Visit relevant exhibitions and events, establish and maintain contacts within the museum and academic community and liaise with professional colleagues
- Generate quarterly and annual reports to track programming and outreach progress
- Performs other duties as assigned

**Qualifications:**

*Education:* A Bachelor's degree required. Master's in History or Public History preferred

*Experience:* At least seven years' experience at a museum, historical site or similar institution required. Experience in education, outreach or public programs preferred.

Proficient in Adobe Creative Cloud products, such as Photoshop and Illustrator; video-editing software.

Or combination of Education and Experience.