

ANCHORAGE MUSEUM

Title: Programs & Events Manager	
Reports To: Chief Programs Officer & Director of Community Outreach	
FLSA Status: Exempt	EEO Class: Professional
Approved By: Museum Director/CEO	

The Anchorage Museum welcomes, nurtures, and leverages diversity and inclusion in all we do and recognize all are enriched with the inclusion of diverse voices, viewpoints, and skill sets.

Summary Position Statement:

Under the general direction of the Chief Programs Officer & Director of Community Outreach, the Programs & Events Manager supports and advances the Museum's public programs and serves as a lead for coordination and communication. The Programs & Events Manager is responsible for developing systems for program evaluation and assessment and for developing programs that increase earned revenue; as well as programs that reach new and underserved audiences. This position will develop and maintain excellence in process, planning, communication, evaluation, policy, strategy for the museum's work in public programs. The incumbent will also oversee the collection and organization of data for strategic analysis and for metrics. Additionally, this position will coordinate with Marketing and Public Relations to identify audiences based upon strategic analysis and coordinate efforts to reach these audiences.

The Programs and Events Manager will promote visitor-centered interpretive program management to ensure that the Museum's interdisciplinary collections, exhibitions, and public programs balance the highest quality of scholarship and innovation, while providing an outstanding visitor experience and meeting the interests of a diverse audience. The incumbent will work closely with underserved audiences, artists and communities.

This position serves as the primary project coordinator for key yearly museum-wide initiatives like North x North, Design Week, and Wilderness Week. Cross-departmental coordination and communication as well as coordination and communication with external organizations and individuals and communication for marketing/PR related to programs and events are the primary functions of this role.

Essential Functions:

- Conducts program evaluation and assessment and develops strategic recommendations
- Tracks demographics of program participants and collects visitor information and surveys
- Conducts research on successful programming and implements new programs and processes accordingly
- Ensures successful departmental coordination and communication around programs
- Works on communication strategies for programs, developing plans with the Museum's marketing and PR department regarding print, web, and social media communications and messages
- Ensures successful scheduling and A/V coordination for programs
- Works with Museum Leadership as Project Coordinator on major events such as North x North and Design Week, and Wilderness Week, focusing on internal and external coordination and communication
- Works to find revenue opportunities for programs
- Develops interpretative materials for connecting exhibition content to tours and diverse audiences
- Plans, coordinates and promotes community arts and heritage programs and events
- Reviews and assesses program content based on its educational value, audience development potential and topical relevance to Alaskan or Northern historical and contemporary trends
- Ensures that appropriate visitor consultation, prototyping and evaluation takes place in a timely manner, and that agreed recommendations are implemented
- Facilitates programs with Indigenous communities
- Works closely with the Chief Curator and other curatorial staff on curatorial research, interpretation, exhibition planning and development, and curatorial programs
- Works to develop mission-related public programs
- Develops methods of interpretation and programs for public understanding and awareness of the Museum's collection
- Develops and coordinates long-term interdisciplinary interpretative programs for adaptation to exhibitions and other museum projects
- Develops programs for underserved demographics and populations in support of outreach efforts

- Supports programming and outreach efforts for various projects and exhibitions, including Polar Nights
- Plans, organizes tours and supports coordination of gallery talks
- Provides project coordination support for multiple programs
- Ensures that the range of Museum programming is relevant to and meets the needs of the Museum's mission and Strategic Plan
- Facilitates collaboration, as needed, between curatorial interests and exhibitions, design, collections, education, and visitor services regarding engaging the public in creative and critical exploration
- Develops, negotiates and monitor professional services contracts and coordinates the work of consultants working with programs
- Facilitates access to programs and interpretation, including developing multiple-language materials in partnership with museum educators

Non-Essential Functions:

- Offers public tours when needed
- Supports other Museum initiatives and programming as needed
- Works on curatorial research for special exhibitions as needed
- Prepares and analyzes statistical reports and prepares quarterly metrics
- Creates presentations and reports as needed
- Coordinates program teams and artist partnerships as needed
- Collaborates on programs engaging the public in creative and critical exploration of the Alaska/Northern experience
- Participates in short- and long-range planning
- Supports other departments as needed
- Performs other duties as assigned

Knowledge/Skills/Qualifications:

Knowledge of:

- Museum studies
- Project Management
- Communication
- Alaska Native cultures and diversity of cultures
- Principles and practices of program coordination
- Interpretive approaches and visitor evaluation practices

Ability to:

- Champion diversity and equality in Museum programs and outreach
- Work in multiple disciplines, including science, art, design, history, and culture, with knowledge of the Northern and Arctic regions as they inform tours, education and public programs
- Foster a culture of ongoing learning, collaboration, innovation, creativity and community engagement
- Foster ongoing education about art, history and cultural and heritage issues specific to Alaska and the North
- Communicate effectively orally and in writing appropriate for a range of uses, audiences, and diverse content platforms
- Organize and coordinate multiple diverse projects
- Facilitate and collaborate with others in experimenting with new practices and ways of working to support a culture of innovation and collaboration
- Consider and balance a range of competing needs and objectives to develop strategies and solutions that ensure overall institutional success
- Bridge programs and interpretive approaches with other museum functions including marketing, fundraising, tourism, education and content
- Operate a motor vehicle in the performance of assigned duties
- Ability to read, write, and speak English fluently

Qualifications:

- Bachelor's degree in museum studies, project management, or art, art history, cultural history or equivalent required, master's degree preferred
- Three years' experience in coordination and programming, and/or visitor engagement
- Three years' experience, and/or knowledge of and education in non-profit administration, or related field preferred

Employee Expectations:

As an AMA employee, the incumbent is expected to model the following traits:

- Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships.

- Initiative and creativity in all aspects of the position.
- Lead by example by maintaining a high standard of professional ethics and conduct at all times.
- Treat everyone with dignity and respect at all times.
- Support and uphold the policies, procedures of the AMA as directed by the Museum Director and Board of Directors.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close and color vision, and ability to adjust focus.

Work Environment

The work environment characteristics are typical of a museum and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.