

Director of Programs and Education

The Director of Programs and Education is a vital role to the mission of Thomas Jefferson's Poplar Forest. The Director oversees all interpretive and visitor services elements of daily operations and is instrumental in updating, creating, and evaluating exhibits, tours, and programming. This senior leadership position requires a candidate with a demonstrated ability to discuss difficult topics and coordinate outreach and community engagement initiatives. This position will also act as a liaison between Poplar Forest and Elevation Advertising, our marketing firm and will manage all social media channels for the site including Facebook, Instagram, and Youtube.

Responsibilities:

Education and Interpretation

- Oversee full-time and part-time employees who manage volunteers, school programs in our Hands-on History Center, coordinate programs and events, and help with social media and daily operations.
- Develop engaging and well-rounded interpretation throughout the property that interprets difficult and complex topics with sensitivity and understanding.
- Oversee all public programming and events on the property including coordinating several events throughout the year
- Manage Poplar Forest general social media channels. Coordinate with other departments who have social media channels to ensure cross promotion of posts.
- Update, edit, and improve website working across departments to ensure the most accurate and up-to-date information is available online
- Develop methods for regular evaluation of programming and interpretive experiences.
- Coordinate African American Advisory Group to include recruiting new members, organizing meetings, and ensuring engagement with Poplar Forest's Board of Directors and staff on matters relevant to the group's mission and purpose.

Visitor Services

- With departmental staff, ensure property is opened for public visitation and communicate any pertinent information to staff and volunteers working with the public each day.
- Deliver quality tours and excellent customer service when required
- Ensure all public spaces are clean, safe, and ready to welcome visitors.
- Create all online event ticket sales
- Ensure all event and programming information on website is accurate and enticing to visitors.
- Ensure front line staff is properly trained in historical knowledge, first aid practices, and customer service.

Administrative

- Create annual department budget and track department spending
- Supervise duties and projects of departmental staff, including time reporting, performance evaluation, and coordination of professional development.
- Act as liaison between outside marketing firm and Poplar Forest ensuring marketing materials are accurate, appropriate, and approved by pertinent department heads.
- Prepare quarterly visitation and progress reports for Board of Directors meetings
- Serve as lead staff member of Programs & Education Board subcommittee working to create new fundraising and interpretive events and programming.

Community Outreach and Engagement

- Schedule outreach opportunities in the community, setting up informational table at public events
- Work with African American Advisory Group and other department heads to explore ways to engage with the African American and other minority communities.
- Develop programs to encourage local communities to visit Poplar Forest

Qualifications

- Masters Degree in Museum Studies, Museum Education, Education, American History, Public History, or related field
- At least five years of museum, education, or visitor services experience with increasing level of responsibility at a museum or historic site.
- Supervisory Experience preferred.