

Museum Education and Outreach Coordinator Position

Pennsylvania Lumber Museum Associates, Potter County, Pennsylvania



Job Description:

The Pennsylvania Lumber Museum Associates (PALMA) are seeking an education and outreach coordinator with proven experience in developing and presenting educational programs to wide and diverse audiences, including youth, families, adults, and seniors. The candidate should also have experience in advertising and marketing of an educational site, and in volunteer recruitment, assignment and development. PALMA is a 1,000+ member 501(C)3 non-profit organization that supports the operation of the Pennsylvania Lumber Museum in partnership with the Pennsylvania Historical and Museum Commission.

The education and outreach coordinator will work with museum staff and volunteers, and will interact with the visiting public to advance the mission of the museum- educating them about Pennsylvania's rich lumbering heritage and the ongoing care, management and recreational use of its forests. The education and outreach coordinator will assist in developing and marketing school programs, group tours, and public events; coordinating education activities for visitors; imparting the museum's interpretive content to on-site visitors and at off-site outreach events; and creating revenue-generating programs that support education initiatives. The candidate will collaborate in recruiting and training new and existing volunteers to help implement these initiatives. The education and outreach coordinator will also work to promote the site through marketing and advertising campaigns, through social media, and in partnership with other community-based organizations.

Applicants will possess a demonstrated competency in education, including teaching, curriculum development, and working with youth. They will be committed to serving the educational needs of diverse populations and have experience in developing and teaching a broad array of subject matter. Applicants should also understand marketing, fundraising and communications principles.

The successful candidate will have excellent writing, verbal, and interpersonal skills; a strong background and interest in history and material culture; a solid understanding of learning theories and their application; as well as computer, multi-media, organizational and design skills. Classroom experience and familiarity with State of PA Core Curriculum Content Standards is highly desirable, as is experience in marketing and public relations.

Work location:

Primarily in an office setting at the Pennsylvania Lumber Museum; educational programs generally occur on-site within both indoor and outdoor exhibits. Off-site programming may occasionally be required. Candidates will be expected to lift objects up to 30 lbs, and be able to walk on-site up to 2 miles.

Schedule:

This is a part-time, hourly position for a maximum of 20 hours/week; some evening and weekend hours will be required. Scheduling is flexible and will be coordinated with the Site Administrator, PALMA executive committee and other staff members. The museum is open to the public Wednesday through Sunday, 9 Am to 5 Pm, and work hours will generally occur during that timeframe. A minimum of two weekends per month may be required. Compensation commensurate with education and experience, starting at no less than \$15.00/ hour.

Minimum Requirements:

- B.A. degree in Museum Studies/Education, Education/History or five years' experience working in a museum or education setting.
- Experience in designing and presenting youth, family, and intergenerational educational programming in a museum setting.
- Experience in creating promotional advertising, public outreach and engagement campaigns, and volunteer recruitment and coordination efforts.
- Valid Pennsylvania driver's license.
- Must obtain Pennsylvania State Police Criminal Background Check; Pennsylvania Child Abuse History Clearance; and an FBI Criminal History Clearance.
- A proficiency with Microsoft Office Suite programs including Word, Excel, and Power Point, and Publisher, as well as an understanding of web-based and social media messaging and management.

Duties and Responsibilities:

- Together with the Site Administrator and staff, develop a vision and budget for the museum's education strategy and seek grants and other income-generating activities to fund these programs. Then, agree upon and implement a time-sensitive work plan to set priorities and goals within constraints.
- Review and evaluate existing museum education programs/materials and develop and present new curriculum programs/materials for school groups to meet PA Core Curriculum Content Standards (CCCS).
- Review and evaluate existing marketing and outreach strategies and develop new advertising, promotion and partnership opportunities.
- Research, create, execute and evaluate new programs and materials for diverse audiences and off-site presentation, and successfully promote these programs and experiences to increase visitation and outreach.
- Work with the Curator of Collections to develop and maintain a collection of non-artifact objects for use in educational and interpretive programs.
- Market and schedule school program bookings; work closely with other staff to coordinate calendar dates and tour guides; engage other outside groups and organizations through off-site programs.
- With the Staff, coordinate and oversee recruitment, training, evaluation and scheduling of museum education volunteers including tour guides and visitor services personnel.
- Collect and track program evaluations by participants and work with staff to maintain a data record of education program visitation.
- Conduct tours of the Pennsylvania Lumber Museum and present demonstrations and other activities.
- Assist with other duties as needed and as directed by the Site Administrator and PALMA Executive Committee. These duties may include (but are not limited to): assisting presenters and researchers, curatorial duties, museum gift shop duties, light housekeeping duties, and admissions and front-line staff duties.

Please submit electronic or paper resume, cover letter, and three references to Robert F. Miller, President, Pennsylvania Lumber Museum Associates, P.O. Box 239, Galeton, PA 16922 by **April 25, 2018**. Email information to all of the following: c-mrobert@pa.gov , palumbermuseum@gmail.com , and josroth@pa.gov . Thank you.