

CITY OF SPRINGDALE
Position Description

TITLE: Community Outreach Coordinator (full time)

DEPARTMENT: Museum

DATE: July 1, 2005

JOB SUMMARY: Responsible for museum publicity, the Shiloh Store, volunteer management, and the research, presentation, and evaluation of adult programs, both on- and off-site.

SUPERVISION RECEIVED: Works under the guidance of and reports to museum director.

SUPERVISION EXERCISED: Trains and exercises direction over volunteer personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Publicity/Events

- Writes and distributes press releases for museum, providing images when needed.
- Maintains media mailing list.
- Writes articles for, assembles, and coordinates printing of *Shiloh Scrapbook*.
- Maintains and updates museum website and outside museum sign.
- Maintains museum's printed calendar of events and submits it to various statewide and regional calendars and websites.
- Designs and distributes publicity flyers and brochures to museums, tourist information centers, etc.
- Designs in-house brochures and flyers for exhibits, visitor use, and volunteer occasions.
- Lines up speakers/performers for Shiloh Sandwiched-In and special events and coordinates staff and volunteer duties at these.
- Writes articles for weekly newspaper column and occasional NWA Museums Consortium column.
- Coordinates audio-visual needs for museum events and groups using museum facilities.
- Maintains museum brochure rack and meeting room bulletin board.

Shiloh Store

- Reviews merchandise catalogs and websites and orders store merchandise.
- Undertakes and supervises pricing, marking, and sale of merchandise.
- Maintains monthly bookkeeping records for store and makes deposits and pays bills.
- Restocks shelves and undertakes annual inventory.

Volunteers

- Recruits and interviews potential volunteers and coordinates with other staff to provide best match of volunteer's talents and desires and museum's volunteer needs.
- Trains and schedules front-desk volunteers and maintains volunteer statistics.
- Coordinates quarterly potlucks and annual appreciation luncheon.
- Updates volunteer brochure and front-desk orientation book as needed.
- Develops and distributes monthly *Notes*.

Programs

- Researches, develops, schedules and presents adult programs related to museum's mission both on- and off-site.
- Trains nursing home and adult center activity directors on program presentations.

- Retains strong contacts with area organizations, clubs, and other adult groups to assess programming needs and solicit ideas.
- Evaluates current practices and stays current with professional presentation standards in order to develop multiple access systems, meet the needs of a diverse audience, and plan for changing needs of staff and the public.

Other Duties

- Assists Librarian to maintain research files.
- Fields research inquiries from email and website and directs them to appropriate staff member.
- In absence of photographer, copies photographs on-site and at events.
- Conducts basic research on mission-related topics.
- Assists with special museum events.
- Serves on museum's exhibits committee and is part of museum's senior staff team for policy, procedure, and strategic plan development and for assistance in budget development.
- Performs other duties as assigned.

PERIPHERAL DUTIES: Performs variety of miscellaneous duties such as answering phones, picking up supplies, making arrangements for use of museum facilities, opening/closing museum, serving as receptionist, giving Searcy House tours, etc. Assists other staff in performance of their duties as required.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree in American history, public history, liberal arts, or related field; two or more years of experience in a museum, preferably a history museum, including experience in public speaking, photography, website development, and research; one year in supervisory capacity; or any equivalent combination of education and experience.

Necessary Knowledge and Skills: Working knowledge of general philosophy, principles, and practices of history museums; considerable knowledge of local history; working knowledge of computer systems and especially of website development and design; good research skills; good skills with audio-visual equipment; some knowledge of photographic techniques; ability to train and supervise volunteers; ability to read and speak Spanish a plus.

Ability to work effectively with present effectively to adults; flexibility and creativity; ability to be organized and self-directed; ability to multi-task; ability to work in a team-oriented environment; ability to communicate effectively, verbally and in writing; ability to establish and maintain effective working relationships with organizations, volunteers, supervisor, other agencies, and the public.

TOOLS AND EQUIPMENT USED: Computers, especially word processing, brochure/flyer design, and website development; scanner; digital and film camera; general office equipment.

PHYSICAL DEMANDS: Frequently required to walk, sit, talk, and hear; frequently required to use hands to handle, feel, or operate objects, tools, or controls and to reach with hands and arms; occasionally required to climb or balance, stoop, kneel, or crouch; occasionally lifts and/or moves up to 25 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

WORK ENVIRONMENT: Noise level in work environment ranges from quiet to fairly noisy. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.