Outreach and Events Director (40hrs/wk.) (Salaried exempt)  

Position Description:

This position reports directly to and is supervised by the HSCC Executive Director. The Outreach and Events Director leads HSCC staff, volunteers and committee members in the successful planning and implementation of events, programs, educational activities, fundraisers and rentals and to engage with the public and visitors in the promotion of these activities. Furthermore, the position manages the visitor’s experience on site through the active promotion of membership, the Shop, tour development and donor and partnership cultivation. The position supervises and works closely with two part-time Visitor Services Assistants to maintain HSCC’s regular public hours (Wednesday-Saturday 10am-4pm)

Roles and Responsibilities:

- Directs and coordinates Society events, fundraisers, programs and outreach initiatives to engage the public in the Society’s mission in constant consultation with Committee Chairs.
- Is the lead contact with identified partner meetings such as Celebrating America and similar organizations and represents HSCC’s outreach priorities publically in consultation with the Executive Director.
- Directs, coordinates, and cultivates educational programming in coordination and consultation with appropriate Committee Chair(s).
- Manages the Society’s membership program, including outreach and administrative functions related to membership recruitment, retention and the implementation of membership benefits and supervises the Society’s Data and Development Assistant in the execution of duties pertaining to membership.
- Manages and directs HSCC’s volunteer program including recognition, recruitment and retention and recommends to the Executive Director and Committee Chairs volunteer assignments.
- Manages and directs all special outreach events and community engagement initiatives.
- Lead coordinator of the Society’s Outreach Committee including agenda preparation and outreach schedule in consultation with the Committee Chair.
- Develops marketing strategies for the Outreach Committee and other Society Committees.
- Creates, publishes and mails the Society’s digital and printed newsletters and works closely with the Society’s design firm on web-updating to promote outreach and events.
- Manages HSCC social media.
- Manages and expands HSCC’s rental program.
- Answers phone calls and welcomes walk-in visitors and answers questions or directs them to the appropriate staff/volunteer for information.
- Supervises the Visitor Services Assistants in the execution of assignments and visitor engagement duties to maintain the Society’s Wednesday-Saturday public hours. Serves as the primary back-up in the absence of staff or volunteers during open hours.
- Manages and develops the Society Bookshop and coordinates quarterly Shop signings and events
- Supervises, recruits and helps train on-site tour guides, interns or paid Work-Study students that are assigned to engaging with the public.
- Supports the Executive Director and Data and Development Assistant in the preparation of the annual appeal and donor acknowledgments.
- Works closely with the Society’s bookkeeper in the execution of relevant duties.
- Assists with tours of the Society’s historic buildings and exhibits in the absence of Visitor Services Assistants or guides.
• Implements, in consultation with the Executive Director, outreach and event goals, objectives and tasks as outlined in the Society 2023-2025 Strategic Action Plan

Skills and Key Requirements:

• Has excellent communication skills and interest in engaging new and current members in the work of HSCC.
• Extremely detail-oriented, self-starter and highly organized
• Flexibility and ability to quickly assess priorities day-to-day, week-to-week
• Comfortable working a flex schedule depending on the needs of HSCC hours, staff schedules, patrons, volunteers and visitors
• Comfortable public speaking
• Ability to cover Saturdays on occasion (10am-4pm) when scheduling conflicts arise with the Visitor Services Assistants
• Experience in non-profit settings a preference
• Experience in arts and culture or public history settings a preference
• Basic computer, email and Microsoft-based software proficiency required

Salary Range: $45,000 - $55,000. Paid vacation and sick leave. Pay is issued bimonthly via direct deposit. Schedule is 40 hours per week, generally worked from 8:30 – 5:00 M-F, however incumbent must also be available to provide coverage for occasional HSCC events held on evenings and weekends. The incumbent must provide their own transportation to occasionally conduct business off HSCC’s campus. Tracked mileage for HSCC business purposes is reimbursable. Mileage to and from work is not. The Society’s Saturday hours will need to be maintained in coordination with the paid Visitor Services Assistants. Expected start date August 2023. The incumbent will start with a 6-month probationary period.

The Historical Society of Carroll County, Maryland
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410-848-6494 www.HSCCmd.org
EOE

Point of Contact: Jason Illari, Executive Director
Email Cover Letter and Resume in PDF format or questions to jillari@hsccmd.org

Preference will be given to applications received by no later than July 3, 2023. (Position open until filled.)

Date of original posting June 26, 2023