

The George Washington Foundation - Fredericksburg, VA

Closes: February 14, 2025

Title: Manager of Public Programs

Reports To: Director of Education

Status: Full-time, salaried

Apply: To apply, please send a resume and cover letter including salary requirements to ellis@gwffoundation.org

Description: The George Washington Foundation seeks a full-time Manager of Public Programs. Headquartered in Fredericksburg, Virginia, the Foundation owns and operates two historic sites: George Washington's Ferry Farm and Historic Kenmore. This position works as part of the Education Department to develop and manage public programming for diverse audiences at both sites.

Duties and Responsibilities:

- Plan and produce the annual public programs calendar of The George Washington Foundation, including budget, staffing and procurement of supplies. These programs include, but are not limited to, Twelfth Night, Colonial Fair, Community Block Party, Night in Washington's Day, A Wee Christmas, and Gingerbread Contest & Exhibit.
- Develop new programs based on audience research and feedback from existing programs.
- As part of the Education Department, will also work on components of the signature Birthday and July 4 events at Ferry Farm.
- Conducts research on historical topics (in conjunction with other Foundation staff members) and trends in educational programming in the museum setting.
- Works with the Manager of Marketing & Communications to ensure that programs be publicized on Social Media, the website, fliers/posters/banners, manages the attendee list, and ensures all ticket sales be enabled, tracks ticket sales, etc.
- Communicates with the finance department for all programs that require day-of ticket sales (including use of handheld square terminals and cash box).
- Using data from ticket sales and other metrics will create post-program surveys to send to attendees, and uses the information collected to create reports on audience feedback, as well as other data to make informed decisions regarding annual programs, and will develop and create new programs.
- Works with other members of the Education department on giving tours for groups, as needed.
- Preparation of contracts and memorandums of understanding for consultants, performers, and services.

Minimum Qualifications:

- Bachelor's degree in the field of education, museum education, history, or other related field
- Three years of experience as a museum educator or equivalent public facing role
- Professional knowledge of learning standards and pedagogical best practices with regards to education, museum education, interpretation, and community engagement
- Familiarity with colonial history and 18th century material culture
- Demonstrated ability to develop public programming for museums
- Ability to manage part-time staff and volunteers, monitor budgets, conduct evaluation, and utilize resources effectively to meet programmatic goals
- Comfortable with public speaking
- Ability to work in a team

Preferred Qualifications:

- Master's degree in the field of education, museum programs, museum education, history, or other related field
- Experience working in a museum with a focus on history
- Experience in using digital technology for filming, film editing, website management, online ticketing, and social media
- Experience producing living history or theatrical programs