

COMMUNITY PROGRAMS DIRECTOR

(Full-time Position)

The Community Programs Director is responsible for the direction and supervision of the Community Programs Department for Minnesota Landmarks, developing and executing public programs in Landmark Center that reach a broad, diverse public. Key responsibilities include developing creative and innovative program ideas; preparing program and marketing budgets; providing support to the Executive Director in securing funds for ongoing and specialty programs; hiring competent program staff; recruiting and supervising volunteers in collaboration with other key staff; and marketing and publicizing community programs and other building activities to ensure broad outreach and awareness of Landmark Center programs. This position reports directly to the Executive Director.

Responsibilities of the Community Programs Director include, but are not limited to, the following:

1. Program Leadership, Management & Service Delivery

- a) Supervise and direct the Community Programs Staff in the creative work, implementation and logistics necessary for Minnesota Landmarks to produce a set of outstanding community programs that fulfill the stated mission of Minnesota Landmarks and the programming priorities set by the Board.
- b) Program Evaluation: Develop community program goals; monitor and continually evaluate ongoing programming and its impact on the community. Developing summary reports on building activity and programming efforts that relay impact to community stakeholders.
- c) Collaborate with the Executive Director to develop new community programs sponsored by Minnesota Landmarks that will conform with and enhance the reputation and spirit of Landmark Center. Duties may include, but are not limited to: initiating creative and innovative ideas and developing them into programs (including new efforts to present programs virtually in online format); preparing budgets; raising needed funds; supervising staff and volunteers involved in implementation of community programs; and promoting and publicizing events to a broad public.
- d) Ensure Landmark Center's nonprofit resident tenant organizations actively participate in Landmark Center programming and events and maintain good working relationships with all resident organizations on issues related to programs, marketing and general building activity.
- e) Prepare and manage budgets for programs, marketing, and volunteer activities, in partnership with the Executive Director, the Business Manager and the Board's Building Events Committee. Monitor and authorize all expenditures relating to programs.
- f) Serve as a key staff member to the Board of Directors' Building Events Committee and other board committees as requested by the Executive Director. Participate in all organizational strategic planning processes and provide leadership and support in relation to Landmark Center programs, public relations and marketing.
- g) Oversee hiring of program staff; coach, mentor and train program staff. Conduct annual reviews for all program staff and set annual goals and priorities for the programs, volunteer and marketing work plan. With the Executive Director, supervise and evaluate any contracted program support and consulting work.

2. Marketing and Public Relations

- a) Supervise all marketing, promotional and public relations functions of the organization.
- b) With appropriate staff, develop marketing and publicity plans and marketing materials for both

- community programs and general building awareness.
- c) Create, implement and supervise all community programs and event rental marketing plans and activities, in concert with appropriate staff. These activities will include, but are not limited to: advertising, publicity, promotion and direct sales, and creating, or supervising the creation of, all printed materials and social media for information and promotion.
 - d) Prepare budgets for general building marketing, program marketing and event rental marketing activities, in partnership with the Executive Director, the Business Manager and the Board's Building Events Committee. Monitors and authorizes all expenditures relating to marketing.

3. Program Fund Raising

- a) Strategize and support the Executive Director and any development staff in carrying out fund raising activities to support programs and building activities.
- b) Assist in soliciting funds to underwrite programs from foundations, corporations and other organizations.
- c) Provide key support to the Executive Director and the Board of Directors' Development/Gala Committee in planning and executing the annual Landmark Center Gala.

4. Landmark Center Visitor and Volunteer Management Supervision

- a) Supervise all staff activities associated with management of the Landmark Center Volunteer Association (LCVA) program, to include the Visitor Information Center, Landmark Gift Shop, and building tour program.
- b) Oversee administrative aspects of the visitor and volunteer program, including volunteer recruitment and supervision, financial management, evaluation and program assessment of volunteer activities.
- c) With appropriate staff,
 - Promote an awareness of the services offered by the volunteers at Landmark Center to the general public and develop recruitment tools and strategies in concert with the LCVA Board.
 - Develop orientation activities and ongoing training programs for volunteers and coordinate training of volunteers in conjunction with other Community Programs Staff.
 - Develop volunteer recognition programs that support that support and award the volunteer functions of the organization.
- d) Conduct annual reviews for all volunteer and visitor services staff and set annual goals and priorities for the programs and marketing work plan.

5. Community Outreach

- a) Participate in community activities in organizations with whom Minnesota Landmarks partners to enhance the reach of Landmark Center and improve the quality of life within its community. Activities may include:
 - establishing contacts with new partners,
 - convening working groups of participating individuals or organizations,
 - developing common goals and priorities, and
 - identifying opportunities for joint programs, marketing and public relations.

Requirements for consideration:

- Bachelor's Degree in liberal arts or related field
- Demonstrated familiarity with the Twin Cities arts and culture environment.

- Five to seven years' experience in a nonprofit setting demonstrating increased responsibilities, leadership capabilities and successful supervision of the staff
- Detailed oriented but with an ability to see the broader strategic picture
- Demonstrated success with program coordination and delivery in a variety of settings.
- Ability to work weekends and some evening hours.
- Excellent oral and written skills, demonstrating ability to write for a variety of audiences.
- Experience with departmental budgeting and demonstrated understanding of budget management
- Demonstrated computer knowledge and proficiency in PC-based computer programs including MS Office, Adobe Photoshop and InDesign.
- Possess a Minnesota driver's license and clean driving record.

Physical Requirements:

- Demonstrated public speaking ability
- Ability to read, write, and understand English; ability to clearly hear oral communications and communicate effectively
- Ability to climb/descend stairs
- Ability to lift up to 30 lbs
- Ability to stand and sit for long periods of time.
- Ability to walk the rough equivalent of two city blocks, and be on the move for two - three hours at a time.

Hours: Full-time, exempt

Salary Range: Dependent on qualifications

Benefits: Full benefits including vacation/health/dental/retirement