

# **19<sup>TH</sup> CENTURY WILLOWBROOK VILLAGE**

## **DIRECTOR JOB DESCRIPTION**

### **TITLE**

Director

The Director reports to the Board of Trustees and is responsible for Willowbrook's consistent achievement of its mission and financial objectives.

### **QUALIFICATIONS**

The position requires a master's degree or equivalent in history, museum studies, or related discipline, as well as at least five (5) years of progressively responsible experience in non-profit museum management. Must be highly motivated, people oriented, have excellent work ethic, good communications and organizational skills, the ability to manage basic clerical and computer tasks, a proven track record of managing finance and budgets, fundraising and grant writing skills, fostering community partnerships, developing educational programs and events, and experience in public relations, membership development and fundraising from individuals and the general public. Knowledge of accepted standards and practices for the preservation, conservation and management of historic properties and collections is required.

### **GENERAL FUNCTIONS**

This is a full time, "hands-on" position with part time, mostly seasonal, support staff. Willowbrook is currently open to the public from Memorial Day through Columbus Day. Educational, guided tours are provided to school children in May and June. Responsibilities include the overall administration of all programs, financial and marketing strategies, fundraising planning and events, daily operations, and organization, exhibition, care and record keeping of the collections and the buildings and property.

Willowbrook is a non-profit organization that collects, preserves , and exhibits historic artifacts and buildings in order to depict rural life in Maine and New England during the 1850s to 1920s and to illustrate the impact of innovation and industrialization during that period.

### **JOB RESPONSIBILITIES**

#### **EDUCATION AND PROGRAMMING**

Willowbrook is an educational institution. Accordingly, the organization is committed to providing high quality, historically accurate educational programming to as broad an audience as possible.

The Director works with Willowbrook's Education Committee to ensure that Willowbrook's interpretive activities, exhibits and educational programs support the museum's goals. Primary responsibilities include:

- Developing and implementing educational programs for school children so that they may better appreciate and experience history.

- Planning, designing and implementing permanent and temporary educational, interactive and other exhibit programs for the general public.
- Continue to develop interpretive material to enhance the museum's exhibits.
- Planning and organizing community events, interpretive activities and demonstrations, and other educational outreach programs that support the museum's goals.
- Recruiting, training and supervising docents, volunteers, interns and other educational staff to interpret the museum's collections and exhibits, and implementing a training program for personnel involved in educational programming.
- Working actively with teachers and other museum educators to establish partnerships that advance Willowbrook's educational mission and increases the museum's appeal and relevance to school groups and others.

### COLLECTIONS AND PROPERTY MANAGEMENT

Willowbrook has a significant collection of historic artifacts housed in over 20 buildings and structures, including two historic homestead complexes that are listed on the National Register of Historic Places. The Director is currently the only staff member with professional training in museum related fields and is therefore responsible for oversight of all collection related activities. The Director:

- Ensures the conservation, care, exhibition and safety of the collection, including the care of the historic and other buildings, grounds and archival materials.
- Maintains knowledge of current professional collections management practices.
- Implements Willowbrook's Collection Policy.

### MARKETING AND PUBLIC RELATIONS

Marketing and public relations are essential elements of any organization's strategy to reach its audience. At Willowbrook, the Director develops and implements Board-approved marketing and promotional strategies with the primary responsibilities being:

- Developing a marketing plan with specific actions.
- Developing, planning and implementing events, demonstrations, and similar activities to increase visitor attendance and revenue.
- Overseeing all marketing and public relations efforts, including the museum web site and store and production of museum publications including the newsletter and annual report.
- Representing Willowbrook's point of view to organizations, agencies, the press and the general public.

### DEVELOPMENT AND FUNDRAISING

Development and fundraising are areas in which the Director and Board must work closely as they provide the means through which Willowbrook will be able to continue to operate and fulfill its mission. The Director ensures, with the participation of the Board, that adequate resources are available for Willowbrook to operate and carry out its work. This includes:

- Writing grant proposals.
- Developing and implementing an annual fund appeal.
- Monitoring and expanding the museum's membership program.

- Working with the Board to secure contributions from individuals, foundations and corporate donors.
- Developing a sponsor program to increase museum revenues.

### BOARD OF TRUSTEES RELATIONS

While the Director is employed by the Board, the relationship at a small museum like Willowbrook should be viewed more as a partnership. The Director is responsible for day-to-day management of the museum; the Board sets policy, provides Board direction and assists the Director as needed to carry out the museum's mission. The Director:

- Creates the strategic plan together with the Board. Formulates an annual operating plan and implements Board-approved plans.
- Carries out the policies authorized by the Board.
- Keeps the Board fully informed on the condition of the museum and all important factors influencing it. Prepares and presents a report for all Board meetings and an annual report.
- Attends all Board meetings as an ex-officio member.

### PERSONNEL

The Director is the leader of a largely seasonal staff of guides, maintenance personnel, clerical, merchandise and food service workers. The Director recommends appropriate staffing levels to accomplish the museum's goals. The Director is responsible for:

- Recruitment, hiring, training, supervising, annual evaluations and release of all personnel, both paid staff and volunteers.
- Overseeing, staff training and inventory control for the food service facility.
- Overseeing, staff training and inventory control for the Country Store.
- Ensuring that job descriptions are developed, regular performance evaluations held and that sound human resource practices are in place and followed.
- Developing and administering the Personnel Policies as approved by the Board.
- Developing and managing an on-going volunteer program.

### GENERAL MANAGEMENT

The Director is responsible for assuring that Willowbrook complies with relevant government regulations, and is managed according to generally accepted practices for non-profit organizations. The Director:

- Ensures that the museum's policies, procedures and by-laws are supported and followed.
- Prepares and presents an annual operating budget for Board approval in conjunction with either the Treasurer or the Finance Committee. Directs and administers the approved budget and sees that the organization operates within budget guidelines.
- Develops and maintains financial, personnel and operational records to the satisfaction of the Board and ensures compliance with federal, state and local regulations.
- Generates all contractual agreements associated with the function of the site.

### PROFESSIONAL DEVELOPMENT

Willowbrook's Board recognizes the need for its staff to be part of a larger professional community. It is, therefore, committed to supporting meaningful professional development efforts, within the parameters of the museum's budget, by its professional staff. The Director:

- Develops professionally by taking courses and attending conferences and seminars within the guidelines (provided time and funding is available) set by the Board.
- Stays abreast with significant developments and trends in the field.
- Participates as time permits in the professional non-profit museum community in Maine and New England.