Position Available

Title: Public Programs Manager
Reports To: Chair, Learning and Interpretation
Pay Type: Full-Time, Regular, Exempt, 35 hrs/week
Salary: Commensurate with Experience and Education
Benefits: Group Medical, Dental and Vision Insurance, Life and Long Term Disability, Insurance, Retirement Plan, Flexible Spending Plans, Paid Time Off, Reserve Time Off, Holiday Pay, Museum Membership and Discounts
Work Schedule: Monday – Friday, 9am – 5pm
Work Location: Law Building, a non-smoking facility

The new position of Public Programs Manager works with staff across the Museum of Fine Arts, Houston, to better reach and engage current audiences through traditional programming and to grow audiences through participatory programming. The manager is responsible for the creation and implementation of a Public Programs strategy that prioritizes diverse community participation and inclusive, interactive, and immersive programming. A significant component of the strategy will be to develop benchmarks and metrics to assess program performance, including the engagement of new audiences, in alignment with the leading-edge engagement research in collaboration with Slover Linett. Based on this data, the manager will make recommendations regarding the commencement, continuation, cessation, or changes to programming, as well as best approaches to audience engagement and revenue generation.

Responsibilities:

- Develop new interactive and immersive programming and strategies to encourage deeper participation in programs that engage new and existing audiences at the Museum.
- Develop participatory programming for new spaces within the Museum’s campus expansion.
- Develop program strategy that blends new audience engagement with respect for traditional programming for customary audiences.
- Develop new strategies for revenue building through new and improved programming.
- Develop strong, collaborative relationships with L&I, Curatorial, Marketing and Communications, and other staff across the Museum, to develop programming and create buy-in for programming strategy.
- Develop and track audience engagement research, including evaluation of visitor satisfaction for all public programs to determine which are most effective in engaging first-time and repeat visitors of various profiles.
- Based on research, create strategic plan to engage diverse audiences with the Museum’s programs, and develop and implement evaluation strategies to assess the impact of audience engagement plan.
- In collaboration with Community Engagement Manager, strengthen and develop strategic alliances with community organizations, neighboring museums and arts organizations, and creative entrepreneurs to build sustainable relationships that would lead to new audiences and new community programming onsite.
The Museum is an equal opportunity employer dedicated to a policy of nondiscrimination in employment without regard to race, creed, color, age, gender, gender identity, sexual orientation, religion, national origin, genetic information, disability, or protected veteran status. For more information, visit our website at http://mfah.org/about/careers.

MFA H The Museum of Fine Arts, Houston

- Represent the Museum in the community at meetings, events and online, in partnership with Marketing and Communications, with a goal to inspire increased active participation in Museum programs.
- Expand and diversify program attendance through the innovative use of traditional, new and experimental modes of communication, including public speaking, group facilitation, and in partnership with Marketing and Communications, blogging, social media and other forms of engaged communication.
- In collaboration with Gallery Interpretation Manager and Marketing and Communications, strengthen a social media plan to effectively drive attendance at and engage audiences with museum programs.

Skills, Knowledge and Abilities:
- Hands-on knowledge of best practices in creating and managing cultural and/or arts programming
- Broad-based knowledge of the full range of techniques and tools for driving program attendance, including market research, metrics and new technologies
- A critical thinker who can analyze data, and capitalize on information
- A confident, intelligent and articulate entrepreneur who is creative, energetic, and accountable, yet collaborative and team-oriented
- An outgoing and generous member of the team; one who shares information easily, listens as well as gives advice and respects the abilities of others, and has a high level of emotional intelligence and political awareness
- Strong and persuasive communication skills
- A self-starter with strong motivation to succeed in a new museum position.
- Strong organizational skills and the ability to manage numerous projects simultaneously
- Must be able to work evenings and weekends as program schedule demands

Education and Experience:
- Minimum B.A. degree in an area such as Humanities, Performing Arts or Communications
- 5 or more years’ experience working in museums, cultural organizations, or other relevant settings
- Demonstrated management and administrative abilities
- Experience with program evaluation and audience research
- Experience with revenue generation

How to Apply:
Send resume to Human Resources, Job 20-118LAI, at http://mfah.org/about/careers