

## **Assistant Director of Public Programs**

*The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.*

The Assistant Director of Public Programs at the Museum of the City of New York plays a lead role in realizing the department of Public Programs' ambitious slate of 50-plus public programs for adults per year. This role will lead, develop, and maintain the department's day-to-day operations. Since the Assistant Director's responsibilities will touch upon every aspect of public programming, they must be exceptionally organized and possess the ability to multi-task in a fast-paced environment. Familiarity with the New York cultural and historical topics covered by the programs is preferred. The Assistant Director serves a critical role in ensuring the smooth operations of a small but dynamic team so that the Museum can best serve its programming audience: adults 18 and above from across the five boroughs of New York City and around the world. The ideal candidate will demonstrate a commitment to equity, cultural diversity, and an inclusive and equitable work environment, reflected across our staffing, leadership, programming, and operations.

The Museum of the City of New York is entering at a pivotal moment in the Museum's history; the Assistant Director of Public Programs will report to the Director of Public Programs and will serve a key role in both the department and the organization at large as the Museum prepares for its centennial celebrations in 2023 and lays the foundation for a new paradigm of public programming and service.

### **Responsibilities**

#### **Develop Public Programs Engagement:**

- Under the supervision of the Director of Public Programs and in collaboration with other key MCNY team members, develop a comprehensive annual programming portfolio to maximize the impact and reach of the Museum's Public Program initiatives.
- The Assistant Director will assist the Director in developing event objectives, defining target audiences, and securing collaboration and event support from both internal and external partners.

#### **Event Logistics and Communications:**

- Under the supervision of the Director of Public Programs, the Assistant Director will oversee all events activities including: preparing program plans and tracking deliverables; supervising all event logistics (including A/V, digital marketing, online registrations, speaker and participant communications); overseeing the technical logistics of virtual, IRL and hybrid events; providing on-site support from setup to breakdown; conducting background research; and facilitating the preparation of digital and printed materials.

#### **Grow and Target Public Program Audience to expand impact:**

- Utilize new technologies and platforms including YouTube Live, Zoom Meeting, Zoom Webinar, etc., to strategically expand MCNY's audience and reach.
- In coordination with the marketing and communications team, the AD will maintain, manage and grow Public Programs email lists.

#### **Best practice and process improvement activities:**

- The Assistant Director will be responsible for implementing best practices and process improvement activities for events – both in person, virtual and hybrid models.

- As one aspect, the AD will provide regular training to programming staff regarding best practices and technology adoption and utilization.
- Assist in developing a resource library of assorted events-related guides, policies, templates, and on-demand virtual training accessible by programming staff.

**Track and report on event metrics:**

- Maintain accurate and detailed records of metrics in OneDrive (including number of in-person attendees, number of online viewers, speaker and moderator diversity, attrition rates, and email marketing metrics); solicit attendee feedback through informal and formal post-event evaluations and assist in analyzing collected data for trends to help develop and implement continuous improvements to maximize the value of public programs.
- Assist with the development of individual event budgets and take lead in tracking and reconciling all event-related expenditures.
- The Assistant Director of Events will deliver, in collaboration with the Director of Public Programs, quarterly reports on event metrics at meetings with the Departments of Marketing & Communications and Facilities, as well as other relevant Museum staff and stakeholders.

**A successful candidate will have:**

- 5 years of directly relevant experience with planning, promotion and execution of in-person and virtual events
- At least two years' experience managing others with demonstrated success (supervising staff and providing constructive feedback)
- Excellent written and oral communication skills (in person and via phone and email), organization and interpersonal skills, including strong attention to detail, follow-through and ability to work efficiently and effectively with a team, as well as independently, in a fast-paced environment
- Demonstrated proficiency in project management from conceptualization to completion, including the ability to manage multiple projects and concurrent deadlines
- Strong event production experience and familiarity with AV production equipment
- Excellent budgeting skills and proven proficiency in tracking and maintaining budgets
- Strong computer skills and proficiency in Microsoft Office Suite (*Excel, Word, Teams, SharePoint, etc.*)
- Experience working with senior level executives and celebrity talent
- Maturity, humility, strong work ethic, and a roll-up-my-sleeves mentality
- Must be flexible in terms of working hours: ability to consistently work one or two weeknight evenings a week, and, on occasion, weekends
- Ability to travel to all five boroughs
- Interest in fostering a diverse and inclusive environment

**Preferred Qualifications:**

- Experience in designing and delivering public programs at a major cultural institution or museum
- Experience working in museums or performing arts organizations
- Experience with Altru and other CRM systems
- Experience with Adobe Creative Suite and graphic design
- A keen interest in NYC history and culture

**Working Conditions:**

- While performing the essential functions of the job, the Assistant Director primarily works Monday-Friday with regular evening work (Monday – Thursday) plus occasional Friday evening and weekend work required. Work is primarily onsite at the Museum, in an open office plan setting. The Museum

environment is fast-paced, and workspaces include the Museum's indoor and outdoor public spaces. The position may require occasional offsite work in locations throughout the five boroughs.

### **Physical Requirements:**

While performing the essential functions of the job, the employee is regularly required to:

- Remain stationary at, converse through, and use a computer for significant periods of time
- Use computer to see computer monitor screen, and use fine motor skills to use keyboard
- Troubleshoot and manage multiple projects with ease and calm
- Stand, traverse, or remain stationary in museum public (event) spaces for long periods of time
- Lift up to 20 lbs. of materials in preparation for events
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Compensation and Benefits**

Salary will be commensurate with skills and experience with a range of \$65,000 - \$70,000. MCNY offers an excellent benefits package, including a defined benefit pension plan as well as a 401K savings plan. Employees can also enjoy reciprocal access to participating museums and cultural institutions.

### **HOW TO APPLY**

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to [jobs@mcny.org](mailto:jobs@mcny.org). To be considered, please include **Assistant Director Public Programs** within the subject line of your email.

*The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.*

*The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.*