

# Position posting: Executive Director

Position: Full time/salaried position, will include some weekends, evenings, and/or early mornings.

## Organizational Overview:

The Great Smoky Mountains Heritage Center is located in Townsend, Tennessee. The Museum opened in 2006. The Center is dedicated to showcasing artifacts of the Native American Indigenous people and European settlers who inhabited the southern Appalachian region. Artifacts of the Native American peoples dating back to 9,000 BCE were curated by the Cherokee nation, and other local artifacts related to European settlers in the 18<sup>th</sup> and early 19<sup>th</sup> centuries were obtained through loans from the National Park Archive, the McClung Museum at the University of Tennessee, and donations from private individuals. Our area of cultural interest includes counties in E. Tennessee and W. North Carolina that make up the primary geography of southern Appalachia.

## Mission:

The Great Smoky Mountains Heritage Center preserves, interprets and shares the history and culture of the indigenous Native Americans of the region and the diverse European settlers, including the Great Smoky Mountains National Park. The Center offers exhibitions and programs for educational and cultural enrichment.

## Governance:

The Great Smoky Mountains Heritage Center is a 501(c)3 non-profit. The Center is overseen by a Board of Directors.

## Physical Assets:

The Center sits on 13 acres in Townsend, Tennessee less than one mile from the entrance to the Great Smoky Mountains National Park. The Main Building includes two completed galleries, and one gallery which is currently in the design phase and a handicapped accessible classroom. Also in the Main Building are a gift shop and a 400-seat amphitheater which hosts multiple concerts, festivals, and other events. The amphitheater can also be rented for large group meetings. Adjacent to the Main Building is a gallery which houses historic transportation vehicles. This gallery is due to be repurposed in 2025 and will be a showcase of traditional Appalachian music and performance venue. The property includes two large areas which showcase historic buildings, including cabins, a church, granary, cantilever barns, a stagecoach station, and a real moonshine still which operated in Townsend. Additionally, there is an heirloom apple orchard and garden which include plants consistent with early settlement. The restored home of the founder of Maryville College sits near the main entrance to the property. We have ADA compliant walkways, interpretive signage, and path lighting used during evening events.

## Exhibits and Programming:

The Heritage Center is actively involved in providing hands-on educational opportunities for visitors of all ages, but with special emphasis on children. Living history demonstrators participate in educational programs for groups, festivals, and other events. These demonstrations include:

- spinning, weaving, sewing,

- hearth and campfire cooking,
- Native American games and crafts,
- hunting techniques, including black powder rifles, the atlatl, archery and
- blacksmithing.

New demonstrators are added as appropriate.

Temporary exhibits which change approximately every six months showcase a variety of artifacts, many obtained through an agreement with the National Park Archive, located next to our property.

## Revenue Streams:

Revenue streams include:

- memberships
- event admission fees
- retail sales
- grants
- Donations from large and small donors
- State/federal funding
- Tour bus excursions to areas of interest within the National Park.

## Community Description:

Townsend, TN is located on the “Peaceful side of the Smokies,” and is a gateway to the Great Smoky Mountains National Park. Approximately two million visitors visit the Park via the entrance less than a mile from our doors. Townsend is a growing community, with multiple dining and shopping opportunities. Located just 20 minutes from Maryville/Alcoa, 30 minutes from McGhee-Tyson airport, 40 minutes to Knoxville, 30 minutes from Pigeon Forge (home of Dollywood), Sevierville and Gatlinburg attractions. Excellent medical services are available in both Maryville and Knoxville, including Blount Memorial Hospital and University of Tennessee Medical Center and affiliated clinics. Outdoor recreation opportunities abound in the National Park, and a thriving arts community is active in Townsend. Blount and Knox County schools are among the top in the state. Townsend is a community steeped in history with many founding members of the Center being descendants of the families to settled in the Park and its environs. These families have generously donated their stories, along with buildings and artifacts we use to share the history of the area.

# Position Summary

## Roles and Responsibilities:

The Executive Director (ED) reports to the Board of Directors.

- Works with the Executive Committee of the Board to provide orientation for new Board members.
- Maintains open lines of communication with the Board through various methods, most commonly email, text, or reports.

- Gives regular updates to the Board at scheduled meetings. Reports include, but are not limited to:
  - Financial reports, budget analysis, and clarifications of line items. Monthly report required.
  - Report of monthly accomplishments of the Center, including building and grounds maintenance, events held, and development projects (Monthly)
  - Collections, preservation activities, exhibits (Monthly as appropriate)
  - Status of large projects (Monthly)
  - Staffing, to include separations and new staff (Monthly as appropriate)
  - Marketing initiatives (Monthly as appropriate)
  - Old Business
  - New Business
  
- The ED is responsible for day-to-day oversight of all operational and curatorial activities, including:
  - Fiscal – monthly and annual budgets, forecasting, revenue enhancement, expense control, timeliness of financial transactions, cost-benefit analysis of events, concerts, bus operations and other programming
  - Staffing and human resource activities (recruitment, hiring, terminations, and evaluations)
  - Contracts (including construction, services, maintenance, events)
  - Event planning and execution
  - Marketing
  - Public engagement
  - Team Building
  - Collections (appropriateness of items in the collections, preservation, and utilization of items in exhibits)
  - Maintenance and preservation of buildings and their contents
  
- The ED is active in short range and long-range planning initiatives as appropriate. In collaboration with the Board, will execute action steps to meet the goals and objectives established by the Board. Reports regularly on the status of the projects associated with those goals.
  
- The ED is responsible for developing and maintaining public visibility by articulating our mission and our contributions to the local and regional governments, businesses, and residents. Seeks out strategic partnerships with other museums, educational institutions, businesses, and tourism associations.
  
- Grants, Sponsorships, and Donor Appeals are vital to the Center's longevity. The ED is responsible for oversight of the fundraising plan. This includes working with a contracted fundraising consultant or designated employee. The ED assigns grant writing functions to appropriate staff and reviews the final submission. Seeks out grants from state/federal governments for larger projects as appropriate. The ED assists in developing direct appeals to the public at large, and targeted appeals for certain high-profile projects (construction, gallery renovations, infrastructure projects). Maintains contacts with large donors and includes them in planning initiatives as appropriate.

## Key Competencies, Traits and Characteristics:

The following competencies, traits and characteristics are critical to success in this position and applicants must possess them to be considered for the position. Applicants will be rated on these elements. Documentation of examples of these competencies is strongly encouraged:

- Collaborative Leadership with staff and diverse stakeholders demonstrated by transparent communications, working with diverse teams, and public outreach
- Self-Management and Personal Responsibility demonstrated by commitment to high ethical standards, emotional and intellectual maturity
- Able to prioritize multiple demands to meet organizational needs
- Perform fiscal oversight and budgeting acumen demonstrated by a history of developing and executing complex budgets for multiple cost centers, identify problems and opportunities to improve and make appropriate adjustments as appropriate
- Ability to plan, prioritize, and achieve realistic results in a leadership role demonstrated by participation in short and long-range planning activities
- Ability to negotiate contracts and intergovernmental agreements for the benefit of the Center
- Demonstrate diplomacy, flexibility and resiliency in personal and business relationships

## Qualifications:

Must have at least 5-7 years of experience in business management, with senior management experience and museum/non-profit management preferred. Bachelor's degree, Master's Degree or higher in a relevant field may substitute for some portion of experience.

Must have outstanding communication skills, including experience in group communications, business communications, legislative/government presentations, and the media.

Experience in grant writing or oversight of others who prepare grants for submission.

Proficiency in the use of technology to enhance business, curatorial, and non-profit applications.

Experience in responding to and supporting a Board of Directors or other oversight authority relative to organizational operations.

Must be able to pass a background check, including law enforcement and credit checks. Refusal to participate in the background check will result in the applicant being rejected. Drug screening may also be performed.

## Compensation and Benefits:

The Great Smoky Mountains Heritage Center offers a competitive salary based on experience, education, and qualifications. Additional benefits include vacation, sick leave, bereavement leave, holiday pay, and health insurance.

## Applications and Inquiries:

Applicants should submit their resume/curriculum vitae, and optional supporting documentation (transcripts, certifications, writing samples) to support the competencies required. Also provide at least three references with direct knowledge of the applicant's qualifications and character with complete contact information with the application. References will only be contacted if an interview is offered. Submit all requested information to [gsmhcrecruiter@gmail.com](mailto:gsmhcrecruiter@gmail.com) by close of business Friday November 15, 2024. Please indicate in your email your preferred method of contact (email, phone, or text).

Qualified applicants will be contacted after December 2, 2024, to schedule an interview. A complete copy of the position description is available upon request.

## Statement of Non-Discrimination:

The Great Smoky Mountains Heritage Center does not and shall not discriminate on the basis of race, color, religion or creed, gender, gender identity, age, national origin (ancestry), disability, marital status, gender orientation, or military status in any of its activities or operations. These activities include, but are not limited to, hiring and termination of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, contractors, vendors, and guests.