

History Museum Director of Events and Operations

The Great Smoky Mountains Heritage Center is a history museum and cultural center dedicated to preserving and interpreting artifacts related to the varied peoples who inhabited the region of the Appalachian Mountains located in Tennessee and North Carolina. Our mission also includes educational opportunities for all ages to pass on to younger generations the culture and traditions of those people. Job requires irregular work schedule, including late evenings, early mornings, and weekends as needed. This position is not all inclusive of every duty that may be assigned to the incumbent. Candidate must be flexible if unexpected situations arise.

Major Responsibilities: Events and physical plant management

- Plan three main types of events: festivals, concerts, and fundraising events.
- Develop budgets for each event, monitor spending, and prepare a final financial report on each event.
- Develop a logistics plan for each event and ensure all steps are completed timely from concept to conclusion. Includes contracted services, e.g. caterers, tents, tables, chairs, serving items (plates, glasses/cups/flatware) specific to that event. Develop site plan for vendors, tables, tents, etc.
- Coordinate publicity for each event, including all media packages, with appropriate staff and contractors.
- Updates the Heritage Center website to maintain current information on upcoming events, fundraising appeals, and relevant announcements.
- Coordinates social media postings for the Center and various activities. Uses customer focused email content to communicate important information to our supporters and guests.
- Participate in the development of fundraising initiatives with the Executive Director, Board of Directors, and marketing staff.
- Festivals:
 - Manage existing festivals, with an eye toward continuous improvement of the event for future dates and develop new festivals to meet programming priorities.
 - Coordinate with entertainers, vendors, teachers, and demonstrators/interpreters.
 - Coordinate workshops or classes associated with various festival themes (fiber, crafts, pottery, etc.).
- Concerts:
 - Identify appropriate acts and contract with musicians, keeping within established budgets.
 - Coordinating with the sound engineer to be present for each event.
 - Coordinate concessions, purchase supplies, and schedule staff/volunteers for events which require operation of the concession stand.

- Prepare “green room” space for acts based on their contract terms.
- Fundraising events
 - Assists in executing at least one major fundraising event per year. The Executive Director and Board of Directors will steer fundraising efforts, and the DOO will assist with logistics.
- Membership/Donor and Volunteer recognition events:
 - Plans and implements special events for membership drives, including social media appeals for memberships.
 - Organizes recognition events for donors and sponsors, including in-person recognitions at meetings or sponsored events, press releases, banners for events, etc.
 - In cooperation with the Curator, Museum Educator and Executive Director, helps to recruit and train a cadre of volunteers and living history interpreters for the museum.
- Serves as a point of contact for community-wide events that support the Townsend area and local tourism.
- Serves as a point of contact for management of infrastructure, such as scheduling routine maintenance and/or repairs of HVAC, alarm systems, elevators, plumbing systems, etc.
- Community relations:
 - Manages rental agreements for venues open to outside groups, including but not limited to weddings in the chapel, classroom space for meetings, and the amphitheater for larger group meetings, open houses, etc.
 - Participates in community planning meetings with local government as a representative of the Center when appropriate.
 - Supports other community nonprofits, and community-based organizations.
- Gift Shop:
 - Works with sales staff, the curator and the Executive Director to stock the gift shop with merchandise.
 - When sales staff are absent, incumbent fills in to cover the position for varying amounts of time.
 - Maintains Point of Sale system and relevant reports Performs annual inventory at the beginning of each fiscal year for audit purposes.
 - Manages on-line ticketing software for admissions, tours, special events, festivals, and concerts. Provides all relevant information through the software related to ticket sales.

Contact information:

Melody Silverberg, Acting Executive Director

Great Smoky Mountains Heritage Center

865-448-0044

gsmhcrecruiter@gmail.com