
Title of Position *	Public Programming Director
Institution *	National Cowgirl Museum and Hall of Fame
Position Location: City & State *	Fort Worth, Texas
Position Closing Date	

About the Institution	The National Cowgirl Museum and Hall of Fame is the only museum in the world dedicated to honoring women of the American West who have displayed extraordinary courage and pioneer spirit in their trailblazing efforts. It includes interactive exhibit galleries that feature artifacts of the permanent collection, a traveling exhibit gallery, two theaters, gift shop, and a research library and archives.
Institution Website Address	http://www.cowgirl.net/

Summary of Responsibilities

Public Programming:

- Working with Executive Director and the Associate Executive Director of Education and Exhibits, responsible for a range of programming initiatives, such as coordinating activities that go along with exhibits, and creating new programming and continuing existing programming
- Along with other team members, assist in conceptualizing, planning, and implementing a range of programs for adult audiences
- Develop and implement projects and initiatives that help adult audiences engage more deeply in the museum's collection and exhibitions
- Assess the effectiveness and impact of programs and projects and make changes as necessary to serve the needs of audiences
- With other colleagues, oversee and select lectures and symposiums presented by invited scholars, artists, and specialists in a range of fields

Western Events/Fundraising:

- Serve as the internal contact for the Jerry Ann Taylor Best Dressed Award, and help oversee social media, program logistics and management
- Represent the Museum and HOF at the Wrangler NFR and Miss Rodeo America pageant, maintain Appearance Award scholarship at Miss Rodeo America pageant, develop social and digital media initiatives, and other on-site Museum representation

Media (Public Relations, Social, and Digital):

- Develop, plan, and lead communications strategies specific to public relations, social and digital media
- Museum media contact, media manager for Museum events that includes outreach, manage media stations, develop press passes and media invites, help arrange interviews with contacts and staff, and work with outside organizations to secure national and international press coverage
- Monitor trends in social media tools, and appropriately apply that knowledge to increasing the use of social media in the museum
- Responsible for managing website content
- Monitor and track media/pr and social media metrics
- Develop and produce paid and non-paid advertising, social media campaigns, and media alerts, pitches, and news releases to promote the mission of the organization and to encourage the sales of event tickets to the broader community

- Write and oversee the content for the organization's website and social media channels with the aim of increasing traffic to the sites and reinforcing our mission
- Write news articles, pitch human interest stories, manage the content of all NCHOF publication communications such as: website, social media, news releases, media alerts, press kits that include fact sheets, talking points, and other materials
- Develop and execute proactive media outreach, planning and organizing media events, and preparing spokespersons for the organization
- Assist with photos and videos of Museum events

Partnerships/Sponsorships

- Maintain ongoing relationships with traditional, western, and new media outlets, including local, ethnic and alternative media and local community organizations such as the FWCVB
- Maintain relationships with western lifestyle organizations such as Miss Rodeo America, WPRA, FWSSR, WNFR, PRCA, ProRodeo Hall of Fame, other prominent western lifestyle organizations, etc.

Support:

- Support other Museum staff as it pertains to social, graphic, PR, and digital media needs

Required Qualifications

Skills, Knowledge and Abilities:

- Demonstrated excellent writing, public speaking, and verbal communication skills
- Excellent organizational skills and interpersonal skills
- Able to handle many activities and projects simultaneously
- Must be able to work some evenings and weekends

Education and Experience:

- Bachelors or higher in history, humanities, museum studies or other related field required
- 2 years experience planning and implementing public programs
- Experience working with adult audiences
- Applicants should be sensitive to the enhanced public role that museums play in society and have a passion to communicate to others the mission of the Museum

Compensation

Pay Type: Salaried, Exempt, Full Time, 40 hours/week
Salary: Commensurate with Experience and Education
Benefits: Group Medical and Dental Insurance

Apply at this Website:

<http://www.cowgirl.net/contact/career-opportunities/>

Apply with this email:

info@cowgirl.net

Special Instructions to Apply:

Applicants should submit a resume to info@cowgirl.net, along with an additional summary of previous events and programming they have successfully administered.
