

## MUSEUM OUTREACH DIRECTOR

**Job Type:** Contractor

**Job Duration:** 6 months

**Contractor compensation:** \$60,000 plus travel expenses

**Required travel:** likely three one-week road trips in New York State

**Timing:** approximately December 2024 - May 2025

Do you love museums? Especially small ones? Do you enjoy meeting the volunteers that are behind so many museums? And do you love data? If the answer is YES to all of these questions, we would love to hear more about you and how you might fill this contract position!

**Overall project description:**

Wilkening Consulting has been retained by New York State to conduct an operational survey of New York State Museums. We will be attempting to collect attendance, financial, and other information from as many museums in the state as possible.

**Contractor responsibilities:**

The Museum Outreach Director will be primarily responsible for maximizing participation in this critical research. Project responsibilities include:

- Finalizing and implementing a communications plan, including supporting email and USPS communications from NYS museum organizations and agencies
- Working directly with NYS museum staff/volunteers to help them complete the data collection survey, including following-up and reminding them to participate as necessary
- Developing educational materials used to support capacity building through data collection among NYS museums, such as infographics, templates, videos, workshops, etc.

While 100% participation by NYS museums is the ultimate goal, a realistic goal is a 60 - 70% participation rate.

## **Contractor qualifications:**

### Experience:

- Has worked in the museum field; small museum experience preferred
- Exposure to/understanding of museums of different sizes and types
- Development of educational materials, such as curricula, running workshops, etc.
- Volunteer management
- Familiarity with New York State and its museums
- Competence at collecting and working with basic museum data (e.g., visitation data, budgeting, etc.)

### Other desired attributes

- Ability to build strong relationships with museum board, staff and/or volunteers
- Strong written and verbal communication skills
- Ability to motivate others
- Well-organized and thoughtful planner
- Persistence

This position requires a valid driver's license and the ability to travel around New York State for in-person visits to museums as needed.

## **Contractor compensation and budget:**

We expect this contractor to be working full-time on this project for approximately six months. The budget for this work is \$60,000 plus pre-approved expenses (including travel expenses, attendance at the MANY annual meeting, etc.).

As a short-term contractor, you are responsible for providing your own equipment and fulfilling the contracted goals. You are also responsible for any tax obligations, benefits, etc. We are going to pay a set fee per our contract, and celebrate with you when the contract obligations are fulfilled in a timely manner.

## **To apply:**

We've put together a short questionnaire for interested contractors to complete. You can find the questionnaire below, and when you are ready, go to [\*\*this link\*\*](#) to submit your initial proposal.

**Please do not call or email us about the position. We'll share our progress on hiring this contract position on our website, and try to be as transparent as possible.**

We can't wait to hear from you!

*Wilkening Consulting will not discriminate against any employee or applicant for employment because of race, creed, color, religion, national origin, sex, sexual orientation, gender identity, age, disability or marital status, and will undertake or continue existing EEO programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force.*

# HIRING QUESTIONNAIRE

1) Your name:

2) Your email address:

3) Your location (city, state):

4) How did you hear about this position?

5) What types of museums have you worked in? (If multi-disciplinary, indicate all disciplines.)

Art museums

History museums or historic sites

Botanical gardens or arboreta

Zoos or aquaria

Children's museums

Science centers or museums

Natural history museums

I have never worked at a museum

Other -please specify: \_\_\_\_\_

6) Why are you interested in audience research? Have you used it before in your work or studies? If so, how? If not, why not?

7) What are two or three things you would love to know about museum audiences?

8) Imagine a small historical society that is either run by volunteers or has one staff person. That museum has just received a request from their state to fill out a data form that includes attendance data, budget information, and a few other things. They have very little to none of this information.

- What would be your approach for helping them?
- What resources would be helpful to you to support them?
- How would you reach out to them to offer help?

9) Outside of museum work, what are you curious about?

10) If you have any immediate questions about the position, please share them here. It's OK if you don't have any yet.

11) Upload your resume only here (and please NO cover letter. Seriously, we won't read it. Your thoughtful response to this questionnaire is all we need!)

*Allowed types: png, gif, jpg, jpeg, doc, xls, docx, xlsx, pdf, txt, mov, mp3, mp4  
Max file size: 500 KB\**

12) Please provide 2 - 3 references here.

*NOTE: we will only be contacting references of individuals who have been interviewed. We would like you to share them now, however, so we know who are the people that are supporting you and cheering you on.*

13) Thank you so much for your interest! If you have anything else you wish to share with us, you can do so here.

Otherwise, please click on "submit" or the forward arrow and you should receive an email confirmation of your application. (It may take a couple of hours for the confirmation to appear in your inbox.)

- Susie Wilkening and the Wilkening Consulting Team

Thank You!