

Audience Engagement Manager

The Betsy Ross House seeks a motivated and well-rounded museum professional to fill the position of Audience Engagement Manager. This position's primary role is to ensure a high-quality experience for visitors before, during and after their visit, and for audiences engaging with the Betsy Ross House through our website and social media accounts. The Audience Engagement Manager works collaboratively under the Betsy Ross House Director's leadership to fulfill the mission and strategic goals of the Betsy Ross House through exhibitions, programming, and engagement with staff, partners, museum patrons and the community. This role provides general support and assistance to the Director to maintain continuity of museum operations and to ensure it functions efficiently and effectively. The Audience Engagement Manager serves as the onsite supervisor of the Betsy Ross first-person interpreters and Visitor Experience Supervisors. This position works collaboratively with the Visitor Experience Supervisors to hire, train and lead the team of Betsy Ross House guides. This role will work closely with other Betsy Ross House team members and staff of the parent organization, Historic Philadelphia, Inc.

Responsibilities include:

Collections and Exhibitions

- Work with the Director, guest curators, consultants, Facilities Manager, and Collections Department staff and interns to research, develop and install exhibits. Manage and update permanent exhibitions as necessary.
- Develop virtual exhibitions and blog posts to feature on Historic Philadelphia, Inc.'s website.
- Work with the Director and Collections Assistant to create a schedule of small changing exhibitions.
- Research and write text for interpretive panels, exhibit labels, website narratives, and literature distributed by the BRH, ensuring that information is accurate and up to date.

Programming

- Work with the Director to develop and implement audience-centered interpretive programs for the historic house, including Black History Month, Women's History Month, Flag Day celebrations, events held in conjunction with our parent organization, Historic Philadelphia, Inc., and the surrounding Old City neighborhood.
- Research and develop dynamic and relevant programming such as lectures, symposiums, workshops, etc.
- Evaluate programs for continuous improvement, quality, attendance, content, cost effectiveness, etc.

- Assist Director with various public events, and community and regional engagement opportunities.
- Organize public events, including staffing and assisting with event setup and breakdown.

Community Outreach

- Cultivate relationships with Old City businesses, organizations, historic sites, and residents. Create partnerships that support meaningful collaboration.
- Join the leadership team in making connections with community organizers and groups that champion diversity, equity, accessibility, and inclusion.

Administrative and Leadership

- Collaborate with the Betsy Ross House Director and others to establish interpretive goals for exhibitions and programs.
- Assist in the hiring, management and training of first-person interpreters and front-line staff, including Betsy Ross first-person interpreters and guides.
- Work with the Director to provide professional leadership of a 250+ year old historic site dedicated to telling women's history.
- Assist the Director and Vice President of Development in grant writing to fund Betsy Ross House initiatives.

Other

- Occasionally provide guided tours of the site for special guests.
- Assist with the creation of social media, public relations, and marketing content for the House.
- Support the Visitor Experience team by stepping in to help with ticketing, assisting with group visits, and opening and closing the site when needed.
- Collect, assess, and report information to evaluate programs, exhibitions, and overall visitor experience.
- Actively strive to improve the Betsy Ross House experience for guests, with special emphasis on creating inclusive programming and exhibits; ensuring that all guests and staff feel represented, welcomed, and comfortable.
- Other duties as assigned.

Qualifications

- Must possess leadership skills and professionalism.
- Excellent public speaking skills.
- Ability to work collaboratively and independently.
- Strong research and writing skills.
- Excellent writing, speaking, interpersonal, customer service and problem-solving skills.
- Exceptional organizational skills, with the ability to work under pressure, meet deadlines, stay on budget, and manage multiple assignments.
- Ability to navigate several flights of narrow, winding stairs and to lift up to 30 pounds.

A Bachelor's degree in history, museum studies, museum education, or related field and previous experience working for a museum or historic site is required. Experience with Past Perfect and Altru database systems a plus.

This is a full-time, benefits-eligible professional position. Some evening, weekend and special event work is required. Salary is commensurate with qualifications and experience.

To be considered for this position, please send cover letter including salary requirements, resume and three professional references to: lisa@betsyrosshouse.org