

**POSITION:** Director of Engagement and Visitor Experience

**REPORTS TO:** Director

**POSITION STATUS:** Regular Full-Time, Exempt

**COMPENSATION:** \$60,000

## OVERVIEW

Museum of Contemporary Art Santa Barbara (MCASB) seeks an experienced, creative, passionate, and strategic public education professional to partner with and support the Director in all aspects related to education, outreach, public engagement, and member and donor cultivation. Reporting to the Director, and working closely with the Museum's Executive Team, the **Director of Engagement and Visitor Experience** will be responsible for the development, coordination, and administration of dynamic ground-up programming relevant to the Museum's existing audiences and committed to growing our audience reach, and cultivating members and donors, with a focus on diversity, equity, accessibility and inclusion. The **Director of Engagement and Visitor Experience** will be responsible for expanding public engagement, establishing and nurturing community partnerships in strategic and tactical ways, and designing programs and initiatives that deepen the relationships between the Museum and the wide-ranging communities and schools we serve.

The **Director of Engagement and Visitor Experience** is expected to balance the creative and intellectual process of educational programming with duties associated with administrative and financial oversight and planning. The ideal candidate will be rigorous, curious and multifaceted in their communication and engagement, able to engender trust and inspire potential in our communities. The successful candidate recognizes the potential for a multidisciplinary approach to interpretation for and engagement with audiences. They will cultivate strong relationships with local and global colleagues; provide exceptional thought leadership regarding trends in education, community relations and outreach, in relation to contemporary art. They possess a comprehensive understanding of professional standards and best practices with regard to art museum ethics as established by the American Alliance of Museums and are expected to maintain a genuine and deep commitment to diversity and inclusion.

**BENEFITS** for this position include paid sick and vacation time, 11 holidays annually, medical, dental, vision, life insurance, and the opportunity to contribute to a retirement program with matching.

## REQUIREMENTS AND QUALIFICATIONS

- A Master's degree in Art History, Art Education, Design, Museum Studies, or other relevant field preferred, as well as a minimum of 3-5 years of experience in education, curatorial, exhibition management, or performing arts.
- Commitment to the best practices in museum education.
- Passionate interest in the role of the arts in community life including a working understanding of the arts and culture scene in Santa Barbara and the surrounding region.
- Demonstrated management and administrative abilities.
- Excellent written and interpersonal skills; proven ability to work with a range of colleagues.
- Experience with virtual programming, including live streaming and revenue models associated with creating programs.
- Ability to take initiative and self-direct.
- Ability to work comfortably with all age groups and the general public.
- Personable, professional, enthusiastic, and organized, detail oriented.
- Able to think creatively about public access to art.
- Familiarity with contemporary art.
- Willingness to work nights and weekends when necessary.

## ESSENTIAL FUNCTIONS

### Programmatic

- Holds vision for Engagement and Visitor Experience (EVE) Department and plans accordingly with the Director.
- Strategizes new ways to meet the needs of existing audiences while simultaneously expanding and diversifying audiences and collaborations in alignment with MCASB Strategic Plan goals.
- Responsible for the successful implementation of creative engagement programming onsite, offsite, and virtually including but not limited to lectures, talks, performances, workshops, and classes.
- Creates new programming opportunities through exploration of contemporary art and culture and builds programming connections with broader creative arts.
- Develop and execute programming for children, youth, and families including Visiting Artist Series, school tours, Teen Arts Collective, Family Sundays, etc.
- Manage and further develop existing public programming for young adults and adults including group tours, smART Talks, Visiting Artist Series, Third Thursday Studio, Curated Cocktails, etc.
- In collaboration with the Development Department, manage and further develop existing fundraising and membership programming including Art Study Tours, Annual Fundraising event, Last Look Brunch, Member Exhibition Previews, Member Cultivation Events, etc.
- In collaboration with the Chief Curator and the Curatorial Department, manage and further develop exhibition related programming including Artist Talks, Curator Talks, In Conversation, Collectors' Series, Scholar Talk, Science Talk, etc.
- Oversee collaborative engagement efforts with community partners. Develop and maintain contacts with local public and private schools, professional education groups, and the local arts community.
- Work with the Chief Curator and exhibiting artists to gather information on exhibitions.
- Oversee the Gallery Ambassadors on exhibition materials, upcoming events, visitor engagement, and Museum mission and info; schedule or oversee scheduling of Gallery Ambassadors.
- Cultivate relationships with instructors and program developers at such partner institutions as: UCSB, Westmont, SBCC, SBHS, San Roque, Laguna Blanca, DPHS, PAL, SBERT members.

### Administrative

- Management of one direct report -Engagement & Visitor Experience Coordinator- and additional indirect reports and staffing in public programs, arts education classes, educational programming, group tours, including teaching artists, volunteers, Gallery Ambassadors, and interns. Supervise and evaluate direct reports, including managing schedule, approving timesheets and paid time off requests, and providing guidance in support of their professional development.
- Establish and manage departmental budget with the Director. Works closely with the Director to ensure fulfillment of assigned strategic initiatives.
- Collaborate closely with the Development Department in the cultivation of donors.
- Explore Fundraising opportunities as related to Engagement programming, including but not limited to eligible grants and sponsorship.

- Establish and manage program schedule: oversee scheduled programming events and monitor; build in weekly meetings with MCASB staff to stay current on program changes; maintain current event info on calendaring systems.
- Strategize and contribute content for the Museum website, digital outlets, and social media channels.
- Provide text and images to the Communications Department in a timely manner for promotion of programming; promote programming to relevant constituents and networks via email, social media, print, phone calls, etc.
- Supply narrative text, anecdotes, images, or other descriptive information to the Development Department for the purpose of fundraising for programming (grants, special events, special funding initiatives, etc.).
- Represent MCASB at community events: Board meetings, SBERT, etc.
- Provides hospitality for public program artists.
- Attend staff meetings, a bi-weekly education meeting with the Director, and Board committee meetings (including Fundraising Committee meetings) as needed.
- Responsible for measurement, outcomes, and tracking of visitor experience to Museum and public programs.
- Perform other educational and public programs related tasks as needed.
- Attend special events as needed, to promote or manage educational programming.

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**To apply, please submit a cover letter, resume, two references, and availability to resume at [mcsantabarbara dot org](https://mcsantabarbara.org), with the subject line “Director of Engagement and Visitor Experience.”**

#### **About Museum of Contemporary Art Santa Barbara**

Museum of Contemporary Art Santa Barbara (MCASB) seeks to enrich lives and inspire critical thinking through meaningful engagement with the art and ideas of our time. MCASB provides Santa Barbara and the Central Coast with exhibitions and programming that encourage discovery, cultivate new perspectives, and challenge the way we see and experience the world, ourselves, and each other.

*Museum of Contemporary Art Santa Barbara provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Museum of Contemporary Art Santa Barbara complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*