

Bayou Country Children's Museum

Executive Director Position Description

About Bayou Country Children's Museum

Louisiana culture comes to life in the new Bayou Country Children's Museum. Located in Thibodaux, Louisiana, this hands-on museum provides the type of recreational learning experience desired by parents and educators that has a lasting impact on child development. For children, play is a critical way to find out about new things. The ability to play is instrumental in scientific exploration, discovery and creativity. The museum provides children ages 2-12 years with a unique learning environment that enhances the classroom experience. Most exhibits correspond with established Grade Level Expectations and further inspire teachers to include more hands-on activities in the classroom. Since opening three years ago, the museum has welcomed over 80,000 visitors from 38 countries.

Position Overview:

As the Executive Director for this not-for-profit entity, this position is responsible for leading the strategic direction, financial management, fundraising, marketing and community relations for the organization. The Executive Director will also lead a team of individuals to consistently deliver quality programming connected to the mission of the Bayou Country Children's Museum, as well as working closely with the Board of Directors to develop and implement a strategic plan to ensure the continued growth of the museum as a visible tourism attraction on a local, state, regional and national level. The Executive Director will be accountable for delivering on the vision of a sustainable, well-run, high-quality destination for children and family programming and activities.

Reporting Relationships:

The Executive Director reports to the Board of Directors, and manages the Director of Operations, who, in turn, is responsible for the day-to-day operations of the Museum.

Duties and Responsibilities include the following:

- Work closely with the Board to develop and execute the strategic plan for the Museum
- Oversee the daily administrative, operating and programmatic function of the museum as administered by the Director of Operations
- Develop BCCM's annual operations budget to present to the Board of Directors
- Monitors preparation of monthly financial statements to be delivered to the Board of Director's monthly
- Attend all monthly Board of Director's meetings and provide regular updates on the museum's activities and strategic initiatives
- Develop BCCM's fundraising strategies to include program and exhibit development, donor contributions and annual fundraising events
- Manage existing, as well as creating new strategic partners to expand the museum's ability to increase visitation annually
- Represent the BCCM at community and regional events including and especially BCCM events, initiatives and fundraisers
- Give presentations to local and regional organizations to communicate updates, foster relationships
- Research and submit grant requests to parties with giving priorities that match the BCCM's mission, vision and priorities
- Oversee and evaluate implementation of projects funded by grants

- Maintain and expand brand identity
- Develop and execute annual marketing plan to increase visitation to the museum to include, but not limited to website, email marketing and social media management
- Develop an annual Public Relation/Community Relations workplan to foster stronger community engagement
- Conduct annual performance evaluations with direct report(s)
- Assist the Board in recruiting and interviewing potential new Board members (with Governance Committee)
- Perform related duties as required

Qualifications:

Educational and/or Professional Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration or relevant field or five years' experience in fundraising
- Knowledge of budget development and management
- Excellent verbal, written and oral communications skills
- Excellent interpersonal skills and an ability to provide leadership
- Experience in supervision with proven ability to recruit, train, and develop staff

Knowledge, Skills, and Abilities Required:

- Proven strategic thinking and stakeholder relations experience
- Proven experience in grant writing
- Proven experience in planning and executing successful marketing campaigns
- Proven experience in soliciting and stewarding donors
- Ability to communicate with the public including BCCM visitors, teachers, parents/caregivers, program donors, community members and media in a courteous and professional manner.
- Must be computer literate and work comfortably with Microsoft office products such as Word, Excel, PowerPoint, and other products such as QuickBooks;
- Ability to handle emergency situations with professionalism and competence.
- Ability to load, unload and set up materials and equipment (up to 40 pounds). Able to stand for extended periods of time (up to 6 hours).

TOP PRIORITIES FOR THE FIRST SIX MONTHS

1. Evaluate and conduct a full review of the internal organization and strategic plan; work with the Board and key stakeholders, gaining buy-in to develop and implement potential enhancements to update the company's strategic plan. Including, but not limited to, staffing and current programs.
2. Begin to develop strong and meaningful relationships with all stakeholder groups and evaluate their input and concerns. This includes donors, hospitality industry and local community and business leaders.

Must pass a background check, be fingerprinted and pass initial and random drug screenings and complete working with children certification.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.