



Assistant Director Position Description

The Heart of the Civil War Heritage Area (HCWHA), a nonprofit organization supporting heritage tourism in Carroll, Frederick, and Washington counties as one of Maryland's thirteen certified heritage areas, seeks an Assistant Director. This full-time, exempt position includes benefits including life insurance, retirement contribution, and parking. Some travel may be involved; mileage reimbursed at federal rates. The Assistant Director works under the supervision of the Executive Director, the only two full-time employees of the organization. The Assistant Director must possess excellent communications, record-keeping, and project management skills.

Projects and programs stem from the implementation of the HCWHA [Management Plan](#) and [Five-Year Action Plan](#). Areas of responsibility include, but may not be limited to: general administration, communications, grant administration, data collection and analysis, visitor services, fundraising and program/product development.

Administrative support duties include:

- Meeting planning: schedule, attend and take minutes at meetings of the Governing Board and Executive Committee (quarterly), Advisory Council (bi-monthly) and additional committees.
- Database management: create and maintain master database for HCWHA stakeholders including partners, current and prospective donors, and elected officials.
- Project management: take lead on collaborative projects, sending reminders to obtain relevant information from partners.
- Office duties: process mailings (including annual appeal and special promotions), maintain and file organizational forms, order equipment, fulfill travel packet requests, and answer phones.
- Bookkeeping: track income and expenses, handle payments to vendors, generate invoice requests, make deposits, and create regular financial reports. Maintain detailed records of financial activity. Communicate with part-time bookkeeper as well as contractors (auditors, payroll services) to ensure financial health of the organization.

Communications duties include:

- Content management: maintain up-to-date content on website, including calendar of events (at least 50 events/year), partner contact information, and grant opportunities.
- Social media: maintain active presence on social media channels, including Facebook, Twitter, Instagram, and Pinterest, as outlined in organizational policy. Host social media meetups, participate in special initiatives, and test new platforms as they become available.
- Public relations: create and send [press releases](#) (approx. 15-20/year) and Media Kits (2-3/year) for new HCWHA initiatives. Maintain media contact list and handle media requests.
- E-Newsletters: produce Drum Beat, monthly e-calendar publication, and Mason-Dixon Dispatch, a bi-monthly newsletter for stakeholders, in MailChimp.
- Print publications: Compile [annual report](#) and newsletters.

- Photography: photograph HCWHA events and projects, saving images in an accessible archive on [Flickr](#).
- Marketing: Follow two-year plan outlined by Marketing Committee and deliver pertinent information to advertising agency. Maintain files for reporting to funders.

Grant administration duties include:

- Mini-Grants: Oversee administration of annual grant program of \$10,000. Update application and review materials, spearhead outreach to stakeholders, lead training workshops, answer applicants' questions, distribute materials to reviewers, communicate with grantees, and track status of open grants.
- Project Grants: Assist with state grant program by answering applicants' questions, updating review materials, filing applications, coordinating with local grant contacts, and managing grant review.

Data collection and analysis duties include:

- State metrics: Collect and analyze performance and program metrics as required by the Maryland Heritage Areas Authority. This includes internal measures of performance of the HCWHA management entity and data collected from partner organizations to determine the impact of the heritage area on (1) Heritage Area Product Development, (2) Sustaining Regional Identity, and (3) Building Partnerships.
- Surveys: Build, send, and analyze survey results for projects, as needed.

Visitor services duties include:

- Newcomer House (HCWHA Exhibit and Visitor Center at Antietam National Battlefield): Assist Newcomer House manager with operations and programs such as helping to coordinate volunteer training and monthly public program series. Receive training to open/close house and cover front desk shifts as needed.
- Visitor Centers: Communicate with partners in local and state tourism to keep local county visitor centers and state welcome centers well-supplied with HCWHA literature.
- Public outreach: Coordinate and staff outreach displays at conferences, festivals and public events as needed.

Fundraising duties include:

- Track and manage contacts and prospects. Manage donor database and gift acknowledgements.
- Coordinate all mail (including email) solicitation materials and individual donor solicitation schedules.
- Support Executive Director in preparation of complete and accurate proposals.
- Develop collateral materials, such as brochures and case statements.
- Assist in preparing reports for the Board of Directors and Executive related to fundraising.

Program/product development duties include:

- Partnerships: Facilitate communication and collaboration of partners. Participate in meetings of local and regional initiatives, including Byways, Main Streets, Canal Towns, museum consortia and similar settings that spur exchange of information and strengthen interpretation and promotion of historical, cultural and natural resources.
- Education Initiative: Promote the organization's Preservation Education Initiative, aimed at K-12 educators and tour operators. Monitor use of the online portal, correspond with teachers and tour operators bringing student groups to the area, and communicate with Education Advisory Committee. May include attending Student Youth Travel Association conference on behalf of the organization.
- GeoTrail: Maintain geocaching trail launched in October 2016 by communicating with partners from 16 host sites and Maryland Geocaching Society.
- Workshops: Plan, promote and evaluate regular workshops for stakeholders, including grant trainings as well as "Exploring Engagement" series for interpreters.

Qualifications

Bachelor's degree and at least three years of work experience are required. Background may include public history, museum studies, historic preservation, urban planning, communications, education or tourism. Excellent interpersonal and communications skills are essential. Preference will be given to candidates who exceed these requirements.

Desired skills

- Ability to work alone or collaboratively to complete projects in a timely manner
- Self-starter with demonstrated ability to prioritize, work independently, and handle multiple priorities under pressure with grace
- Strong organizational skills, including note-taking, record-keeping, bookkeeping, and grant administration
- Solid computer and technology skills, including Microsoft Office Suite, social media platforms, and graphic design software
- Demonstrated interest in and knowledge of the American Civil War
- Commitment to the mission of the Heart of the Civil War Heritage Area