

St. Augustine Lighthouse & Maritime Museum, Inc.

Job Description updated November 9, 2020

Job Title:	Volunteer/Events Manager		
Reports To:	Interpretive Division Director		
Department:	Interpretive	FLSA: Non	Exempt

Job Summary:

The Volunteer/Events Manager (VEM) role is responsible for the recruitment, training, and coordination of volunteer activities of the St. Augustine Lighthouse & Maritime Museum, Inc. and its partners, as well as coordination, oversight, and planning of company special events for cultivation, training, fundraising, and public relations. This position works with the Director of Interpretation and other departments to design, create, and implement volunteer programs to benefit the whole organization.

He or she plans will plan, implement and evaluates volunteer activities for junior, senior, corporate, and individual volunteers. Recruits volunteers and maintains a roster of all volunteers. Manages volunteer benefits and appreciation programs and schedules volunteers for various responsibilities in the organization in-line with the Museum mission, *Strategic Plan*, operational procedures, and *Code of Ethics*. Works as a collaborative member of the Museum fundraising team, supporting the Interpretation Division (ID) and Development (fundraising) functions. Works to support a *Mission, Money, Market* analysis for new ideas and aids the overall sustainability of the non-profit.

The VEM is also responsible for establishing deep connections between the Museum, its non-profit mission, and the community. The VEM works to secure a sustainable future that includes increasing friendships, civic engagement, mission services, revenue, and creating long-term sustainability. It supports the organization's strategy, goals, plans. He or she will be a team player.

Major Responsibilities:

Support the Non-Profit Mission: *To discover, preserve, present, and keep alive the stories of the Nation's Oldest Port™, as symbolized by our working St. Augustine Lighthouse™.*

Maintains mission standards of the museum industry: *"A museum's mission statement is the primary benchmark against which to evaluate the museum's performance. It defines the museum's unique identity and purpose and provides a distinct focus for the institution."* – American Alliance of Museums, 2020.

- ✓ Recruits volunteer team members and actively grows the volunteer corps to an average of 5-6 volunteers per staff person; currently, 245-270 volunteers.
- ✓ Provides the standard monthly reports to ED & Management Team on Volunteer Statistics. Tracks Volunteer hours and benefits using *Volgistics* or other software, and makes regular written and in person reports. Writes a volunteer e-newsletter monthly and coordinates with the Museum

Development Division regarding cultivating and appreciating volunteer donations of time, money, and unique talents. Sends three thanks yous a week minimum, or more. Maintains an active roster of volunteer schedules, finds replacements for volunteer absences and communicates volunteer needs to staff and vice versa as required.

- ✓ Supervises volunteers and acts as their advocate making sure that volunteers have meaningful, aligned work to do and can try various jobs. Helps train staff and volunteers about critical topics, including history, storytelling, safety, and OSHA compliance.
- ✓ May help with calendar, specialty tours, and outreach programs. Gives and trains others to provide guided tours. Conducts historic interpretation site shifts, may give interpretive and training programs to staff, volunteers, and the public. Helps to conduct and train volunteers for these activities to free staff capacity. Works to align organizational needs with volunteer work and HR Compliance. Collaborates using HR guidance.
- ✓ Builds engagement and value for the visitor through volunteer activities. Identifies a variety of methods to recruit volunteers (multi-modal, online, friend referral, external community events, and more). He or she provides multiple opportunities for volunteers to meet key staff, board members, and become more involved. Some examples would be becoming Museum members joining in fun activities in groups, creating social distancing socialization, partnering with local restaurants or organizations to help raise funds, donors, friends, and life-long contributors. He or she will strengthen alignment, collaboration, and communication.
- ✓ Research, identify, and implement viable opportunities to improve processes and operations, which are best-in-class/gold standard. Helps prepare manuals, job descriptions, training materials, slide shows, and other materials needed for training or interpretation. Works closely with all staff to understand and communicate the Museum culture of lifelong learning, non-profit ethics, values, AAM standards, and legal compliance.
- ✓ Researches and identifies grant opportunities for volunteers. If approved to pursue, takes the lead in writing request and monitoring implementation if awarded.
- ✓ Manages and operates the Museum Special Events Program, including scheduling, supplies, event plan and activities, community interface, layout, and communications. Events include member events, Night Fest in March and Luminary Night in December, fundraising events, and weddings/rentals. (Please note rental programs are limited by our night time tour schedule.) Understands the Museum priorities for events so that over-scheduling is not a problem. Sets up and runs at least two volunteer thank-you events each year and performs thank you functions throughout the year. Coordinates volunteers for event and site/exhibits and responds to Management/Staff requests promptly. Acts as the point person (or back up) and principal contact for outside vendors and event suppliers. Provides direction to staff and volunteers for organizing and executing events. Manages all events and respective contracts for onsite arrangements, including collecting payments and deposits required throughout the events.
- ✓ Actively recruit volunteers/interns working with St. Johns Volunteers, community schools, universities, associations, corporations, local media, and partnering non-profits. Interviews and works with HR to process applicants.
- ✓ Tracks Volunteer hours and benefits using *Volgistics* or other software, and makes regular written and in person reports.
- ✓ Writes a volunteer e-newsletter monthly and coordinates with the Museum Development Division regarding cultivating and appreciating volunteer donations of time, money, and unique talents. Sends three thanks yous a week minimum, or more.
- ✓ Maintains an active roster of volunteer schedules, finds replacements for volunteer absences and communicates volunteer needs to staff and vice versa as required.

- ✓ Works closely with other divisions as needed, but directly for the Division of Interpretation and closely connected with the development function, Museum-wide, as one team.
- ✓ Required to perform site support activities including the tower top and base shifts and all related duties such as after-hours, specialty tours, including but not limited to Dark of the Moon. (Dark of the Moon, like other ancillary events, is run by Salt Run Sales, a Museum partner. SRS tours have not traditionally been a requirement for the VEM, but any employee may participate in extra-hours programs for additional remuneration.)
- ✓ Performs other duties as assigned.

Scope:

- This is an intermediate, professional-level position.
- Coordinates with Operations staff regarding volunteer training and onsite program needs and with Public Relations staff to communicate ID calendar and events tracks data and develops monthly reports to DID. Communicates information monthly renews updates to volunteers and the public (given to Marketing and PR for publication/distribution as applicable).
- Incumbent must possess a thorough knowledge of volunteer recruitment and management activities. Interaction with all departments in the organization and all levels of employees is essential.

Professional Skills and Attributes:

- Demonstrates leadership in communicating about programs to all staff and integrating work initiatives of the ID department across the entire organization and teams.
- Continuously create a culture of inclusion by engaging all departments in providing input/feedback into initiatives.
- He or she will demonstrate and model professionalism, excellent communication skills, leadership skills, and teamwork for the whole organization.

Qualifications:

Baccalaureate degree in related field and knowledge of the conduct of volunteer programs in a non-profit organization preferred.

Excellent written and oral communication skills required. Demonstrated public speaking and presentation skills required. Knowledge and experience with word processing and database software programs. Outstanding interpersonal skills and managerial skills. Ability to work independently, manage multiple projects effectively, and meet deadlines.

Must have a demonstrated proficiency with MS Office products, including Word and Excel. Possess general knowledge of data management best practice. Outstanding interpersonal and administrative skills required. Ability to work independently, manage multiple projects effectively, and meet deadlines. Some public speaking experience preferred.

Essential Functions/Physical Requirements:

The duties above indicate the essential functions of the job. Physical requirements are those present in a typical office and Summer Camp environment conditions. Operational flexibility is required to meet sudden and unpredictable business needs, and a moderate amount of business travel is required. Must be able to climb the lighthouse tower, stand for periods up to 2.5 - 3 hours, and perform duties needed for 2.5 - 3 hours outdoors in various weather conditions. Must be available to work evenings, weekends, and holidays, as well as regular daily work hours to meet the organization's needs.

