

JC#113083

Smithsonian Institution
Center for Folklife and Cultural Heritage (CFCH)
Program Specialist
(Cultural Heritage Tourism Program Manager)
IS-1015-12

INTRODUCTION

This position is in the Center for Folklife and Cultural Heritage (CFCH), Smithsonian Institution (SI). It is a two-year temporary position with the possibility of extension and an anticipated start date of October 1, 2019. The purpose of the position is to serve as a program manager for CFCH cultural heritage tourism projects. The incumbent is responsible for 1) conceptualizing, developing, and implementing community-based cultural heritage tourism projects, 2) developing, implementing, and/or coordinating cross-department and cross-unit projects, and 3) reviewing, developing, and/or communicating programmatic content in efforts to gain financial and other resources for CFCH activities. The incumbent works under the direct supervision of the Director of Special Projects.

JOB SUMMARY

The Cultural Heritage Tourism Program Manager leads CFCH's portfolio of projects focused on utilizing research-based and Smithsonian Folklife Festival tools and methods to develop in-situ, sustainable, and community-based cultural heritage tourism experiences. To do so, s/he serves as an advisor to CFCH Director of Special Projects, CFCH curators, and other senior staff and is responsible for setting strategy and building funding support for and developing/implementing cultural heritage tourism projects.

MAJOR DUTIES AND RESPONSIBILITIES

To carry out the position responsibilities, the Cultural Heritage Tourism Program Manager will need to carry out work in a few broad categories:

Cultural Heritage Tourism Program Design

- *Program strategy development* – Develops frameworks, implementation processes, training Curricula, and templates for research-based, community-based cultural heritage tourism projects within the context of CFCH's larger cultural sustainability efforts. Works through community-based cultural heritage tourism approaches to identify, document, preserve, and present cultural heritage to diverse audiences, collaborating sensitively and ethically with source communities and community-based organizations.
- *Program research* – Conceptualizes and conducts research projects, reflecting key questions in community-based cultural heritage tourism and cultural sustainability. Articulates contributions and social and economic impacts in project reports and other publications.
- *Team management and development* – Develops and manages teams of diverse experts, remote staff, and community members to address diverse exigencies of community-based cultural heritage tourism. Identifies and recruits team members whose expertise will increase the likelihood of success on individual projects. Supervises small groups of temporary and contract staff who are tourism specialists, professional field researchers, and documentarians and who assist with community-based cultural heritage tourism projects. Supervises interns assisting with project work.
- *Cross-departmental strategy and support* – Conceives, conceptualizes, and recommends appropriate presentations related to community-based cultural heritage tourism as part of the Smithsonian Folklife Festival, web features and virtual exhibitions, archival user resources, visual media creations, special folklife exhibitions, cultural heritage policy initiatives, and other products as

assigned. Researches the areas of presentation extensively through examination of the literature, folklife fieldwork documentation and analysis, and personal contacts. Presents findings to the Director and to other curatorial and programmatic colleagues clearly and effectively.

- *Pan-Institutional relationship building* – Serves as CFCH representative to pan-institutional, interdisciplinary programs and initiatives relating to cultural sustainability and community based cultural heritage tourism, and as CFCH liaison to various Smithsonian offices and bureaus, as designated by the Director. Represents CFCH interests by negotiating and developing agreements and understandings consistent with CFCH policies and interests.

- *Partnership development* – Serves as CFCH representative to external organizations and agencies involved in cultural sustainability and community-based cultural heritage tourism. Maintains close professional contact with critical scholarly and programmatic institutions outside the Smithsonian.

Project Coordination and Implementation

- *Leadership* – Coordinates activities that promote and sustain CFCH's leadership role in the field of cultural sustainability, including existing projects in Armenia and Bhutan.

- *Project management* – Works with the Director of Special Projects and project teams for successful implementation of cultural heritage tourism projects, specifically work planning, report writing, and budget management. Coordinates with other project leaders to ensure activities are implemented in accordance with work plan and that projects are meeting goals and objectives set forth in donor agreements. Supervises and/or mentors one or more Project Coordinators and/or Assistants.

- *Training and personnel development* – Develop and implement trainings and/or presentations for project staff and contractors on relevant aspects of cultural heritage tourism and broader cultural sustainability efforts.

- *Administrative management* – Draft and/or review scopes of work for short-term assignments for SI technical specialists and contractors, and ensure assignments are carried out in accordance with the SOW and deliverables are submitted in a timely manner. Establish and build relationships with support units within SI dealing with issues related to grants, contracting, finance, and personnel.

- *Project communications* – Maintains continual communication with project teams, both in Washington, D.C., and in the field, by leading meetings and conference calls, sharing project information, and requesting and incorporating inputs into reports. Works with Communications Specialist to highlight successes and impacts of projects. Conceptualizes and oversees the scripting, shooting, or editing of films/videos documenting folklife and community-based cultural heritage tourism. Applies strong interpersonal and leadership skills to ensure teamwork and collaborative productivity. Meets regularly with Director to ensure optimal communication between leadership and program development and implementation functions.

Resource Development

- *Funding proposal development* – Helps conceive, conceptualize, and develop proposals for funding and other efforts to secure resources needed to support cultural sustainability and community-based cultural heritage tourism efforts at CFCH and the Smithsonian as a whole. Works closely with the Director as well as curatorial, development, and administrative staff to ensure the effective development of funding proposals to foundations, corporations, individuals, and other sources.

Focuses principally on crafting and/or reviewing proposal narratives, though collaborates effectively with colleagues on budget development and approach strategy as well. In keeping with CFCH mission, strategic plan, and priorities of the Director, works with all CFCH departments to identify and prioritize programmatic needs and initiatives in order to create funding proposals that would yield maximum benefit to CFCH as a whole.

- *Building relationships for fundraising and partnerships* – Serves as liaison between Director, CFCH staff, other SI units, and outside collaborators in developing projects designed to attract

resources to CFCH and its activities. Resources may be funding; in-kind contributions; human, technical, or organizational resources; publicity; or mutually beneficial Memoranda of Understanding. Meets with individuals and organizations outside CFCH to develop and communicate needs, initiatives, and priorities for funding and other resource development for CFCH.

KNOWLEDGE REQUIRED BY THE POSITION

- Demonstrated ability to manage teams in a cultural setting including planning, supervision, and opportunity development.
- Ability to manage projects, especially in the field of cultural sustainability, for an organization from start-up, through implementation, to close out.
- Ability to work in multiple foreign settings, including leading proposal development and program management of international projects with a focus on cultural heritage tourism, gained through work experience.
- Ability to perform research, including analysis and synthesis of large amounts of information and data, often in collaboration with community members and/or community-based organizations.
- Ability to develop and implement training activities related to cultural heritage tourism.
- Ability to work collaboratively and serve effectively as a team leader to coordinate multiple functions of technical expertise and project management.
- Ability to communicate in writing to develop funding proposals and grant applications for nonprofit organizations that result in grant approvals by donor organizations.
- Ability to communicate effectively and persuasively to others, orally and in writing, including to large and small groups of people.

SUPERVISORY CONTROLS

The incumbent reports to the CFCH Director of Special Projects. The supervisor defines overall objectives and priorities and makes assignments by outlining plans, and deadlines. The incumbent proceeds with independence and initiative and coordinates the work with others as necessary. Work problems are resolved by the employee in accordance with the accepted procedures, and the employee consults with the supervisor for clarification or regarding unusual situations. The employee keeps supervisor informed of progress, potential problems or controversial matters, modifications to original plans, and far-reaching implications. Recommendations of a controversial or precedent-setting nature are cleared by the supervisor prior to release or implementation. Work is evaluated for overall efficiency, effectiveness in attaining goals, and timeliness.

GUIDELINES

There are SI policy and procedures and broad policy guidelines established by the Director and Provost. Since the guidelines typically deal only with general policy, the incumbent has wide latitude in determining the approach to specific problems and goals. Incumbent must use judgment, knowledge, and creativity to accomplish the work.

COMPLEXITY

The incumbent must be capable of planning and directing work in a variety of concurrent activities across the spectrum of functions. Incumbent serves as one of the Institution's authorities on matters of cultural heritage tourism. The incumbent makes significant contributions to programming decisions and to long-range planning. The incumbent must be fully cognizant of current activities and future trends, communicate them to the program staff, and provide programmatic leadership. The incumbent is also responsible for writing, packaging, and designing grant proposals, identifying prospective donors, and supporting follow-up. These all involve creativity, knowledge of CFCH's programs and possibilities, and negotiating skills.

SCOPE AND EFFECT

The purpose of the position is to serve as a program manager for CFCH cultural heritage tourism projects. The incumbent is responsible for 1) conceptualizing, developing, and implementing community-based cultural heritage tourism projects, 2) developing, implementing, and/or coordinating cross-department and cross-unit projects, and 3) reviewing, developing, and/or communicating programmatic content in efforts to gain financial and other resources for CFCH activities.

PERSONAL CONTACTS

Contact with a wide variety of Smithsonian personnel, community representatives, outside scholars, museum officials and professionals, the diplomatic corps, heads of state, national and international organizations, federal agencies, foreign ministries and funding organizations, community-based culture bearers, and the general public.

PURPOSE OF CONTACTS

Contacts with SI staff ensure the implementation and execution of CFCH projects, priorities, goals, and resource requirements, and ensure communication between and among CFCH and units engaged in mutual projects. Contacts within the Institution and external contacts are for the purpose of providing or receiving information about partnerships, complementary work, and engagement possibilities, in addition to execution of administrative, fiscal, and operational requirements. In all cases, contacts require the employee to engage with tact, diplomacy, and organized communication to influence favorable outcomes and resolution to matters.

PHYSICAL DEMANDS

Work is in a primarily sedentary, office environment. Incumbent will be required to travel and to conduct field research and is often subject to pressure of deadlines or other restrictions.

WORK ENVIRONMENT

The work occurs in an office setting; however, up to 40% of time traveling internationally will be required, which will demand flexibility. This is a condition of employment that the employee must agree to as a condition of the job offer.