

Position Description
Program Director
August Wilson Center for African American Culture

Background

The August Wilson Center for African American Culture (formerly known as the African American Cultural Center of Greater Pittsburgh) is a not-for-profit organization that presents performing, visual and education programs that celebrate the contributions of African Americans within the region and the impact of cultural expression from Africa to the African Diaspora. The Center realizes its mission with an engaging schedule of visual and performing arts programs as well as educational and public programs. The Center's presentations include dance, music, art, theater and other cultural, educational and artistic events.

The several groups of passionate and committed Pittsburgh citizens worked together to create and develop a local organization dedicated to the African American experience. This organization was incorporated as a 501(c) (3) nonprofit in 2002, and placed under the leadership of President and CEO Neil A. Barclay in 2003. Three years later, the organization adopted its new name, The August Wilson Center for African American Culture (AWCAAC), in honor of the prolific Pittsburgh playwright who eloquently chronicled African American life, garnering two Pulitzer Prizes.

Current Situation

The August Wilson Center for African American Culture is currently in the process of building a new facility: a state-of-the-art, multi-disciplinary venue. With its future location at Liberty Avenue in downtown Pittsburgh, the AWCAAC will make a stunning addition to the growing Cultural District, and a strong contribution to the financial and cultural regeneration of the city.

More than a museum, the new August Wilson Center for African American Culture building will be reflective of all aspects of African American culture. The AWCAAC will include galleries, classrooms, a 500-seat theater, a gift shop, a cafe, and many multi-purpose spaces to be used for visual and performing art and expression, and which will be available for rental and use by the community. The new building will open to the public in early 2008.

Specific Role

The Program Director is an integral member of the senior management and policy-making team reporting to the President/CEO, and works closely with key volunteers who form the Cultural Center's Board of Director's and Program Committee. The Program Director is responsible for oversight and management of all aspects of programming a state of the art multi-disciplinary cultural institution including fine art and historical exhibitions, music,

dance, theater and cross-disciplinary performances, multi-media and other technology driven presentations.

Overall responsibilities include the planning, development, and production of a variety of cultural programs, events and activities that involve and engage artists, community members, organizations, school groups, families, industry professionals and the general public in the mission and vision of the Cultural Center. The position is responsible for creating program opportunities to enhance the Cultural Center's presence, image and visibility in the local, regional and national cultural landscape while providing multi-disciplinary, cross generational experiences for diverse audiences.

The Program Director provides leadership in a collaborative work environment and will be influential in shaping the Cultural Center's overall program goals including its innovative exhibitions and world-class performing arts programs. The goals of the Program Department that the Program Director supervises will be guided by the Cultural Center's mission to celebrate the contributions of people of African descent to the art, culture and history of America with an ultimate focus on the unparalleled contributions of Western Pennsylvania's African American community.

This position also establishes operational procedures and standards for all programmatic functions and will supervise a small staff that the Director will be responsible for identifying, mentoring and developing. The incumbent prepares and administers the Division's annual budgets and fundraising initiatives consistent with the long-term goals of the Cultural Center established by the President/CEO and Board of Directors.

Primary Responsibilities and Duties

- Plan and produce a diverse range of programs for anticipated, planned and future audiences that engage and enhance the public's understanding and knowledge of the Cultural Center, its goals and mission through performances, exhibitions and other programs that enhance public knowledge about the richness of the art, culture, and history of people of African descent;
- Identify and engage prospective audiences and visitors; and collaborate with patrons, scholars, artists, curators, educators and other resources in the community to shape concepts into viable programs that celebrate the contributions of people of African descent to the art, culture and history of America with the ultimate focus on the contributions of Western Pennsylvania's African American community;
- Formulate policies and an overall public programs philosophy for the Cultural Center to articulate inside and outside the organization;
- Working with marketing and public relations personnel, ensure that intended audience demographics and projections are met through innovative and provocative media relations efforts;
- Working with the President/CEO and the Director of Development, develop fundraising strategies to support the Cultural Center's programming goals and objectives including exhibitions, installations and other interpretive expressions;

- Participate as a key player in the planning and development of the Cultural Center's temporary, permanent and special exhibitions with the content and design development teams;
- Work with other arts and cultural organizations locally, regionally, nationally and internationally to develop and promote joint programs. Assist local groups or individuals with programming concepts;
- Consistently be responsive to changing trends in audience needs by regularly convening local organizations and community members to provide feedback and insight about the Cultural Center's public programming goals and objectives;
- Develop a diverse multi-disciplinary network of resources and colleagues in the industry to develop, support, and enhance programming concepts; test new initiatives; and design and implement collaborative programming and exhibition opportunities;
- Working with the public relations and marketing personnel, conceptualize and create presentation materials and publications to promote and elevate the Cultural Center's activities and the public programming mission in a way that encourages participation by the intended audiences;
- Working with the education personnel, develop performing and visual programs for children, adults, families and communities which fulfills the mission of the Cultural Center as a center for life long learning;
- Write and assist in grant writing and reporting;
- Act as a resource person for the general public, artists, and the cultural resource community and staff for programming related issues;
- Work in partnership with staff at other arts organizations and diverse community representative teams to design and produce programs;
- Continually upgrade technology-tools to further networking and outreach within the industry and the community through various methods including distance learning;
- Maintain a visible presence in the local, regional and national professional community by presenting information about the Cultural Center's programs and establishing a system for communication and information exchange with like institutions implementing exemplary programs;
- Work with other staff members to develop training materials and assist with the training of docents/educators for outreach programs and tours;
- Develop the program division's annual operating budget and monitor spending in relation to the budget.

Professional Qualifications

The following qualifications are required in the new Program Director:

- Bachelor's degree from an accredited college or university, with a strong background in one or more of the following disciplines: the visual or performing arts, art history, public history, African American art or history, museum studies, education or related discipline or equivalent experience;

- Minimum of five years programming experience for a cultural or educational institution and a demonstrated knowledge of African American history, culture and art.

The following qualifications are preferred in the new Program Director:

- An advanced degree;
- Demonstrated ability to direct the work of and supervise others;
- Demonstrated ability to develop, plan, and implement unique and innovative programs for diverse audiences;
- Ability and strong desire to “push-the-envelope” and think beyond the traditional parameters of performing arts programming and exhibition development for cultural institutions;
- Excellent planning, organizational, leadership and time management skills;
- Effective leadership and interpersonal skills and the ability to handle multiple tasks;
- Ability to motivate staff and volunteers and work within a team structure;
- Experience developing and managing budgets;
- Outstanding computer and desktop publishing skills.

Personal Characteristics

The following characteristics are preferred in the new Program Director:

- Enthusiastic, energetic, self motivated, flexible and the ability to work independent of others;
- Impressive written and oral communication skills;
- Ability to work with diverse groups of people and demonstrate sound business judgment in decision-making;
- Demonstrated commitment to professional growth;
- Healthy respect for colleagues, employees, and superiors;
- Goal-oriented, project-oriented, and achievement-oriented;
- Strong sense of honor and integrity;
- Sense of humor.

Compensation

Compensation will be commensurate with skill and market.

Application

The African American Cultural Center is an equal opportunity employer.

Program Director
The August Wilson Center for African American Culture
Page 5 of 5

Please forward resumes, salary history, and appropriate material immediately to:

Anna Koivisto
The Boulware Group
625 North Michigan Avenue, Suite 422
Chicago IL 60611-3172
Phone: 312-322-0088
Fax: 312-322-0092
E-mail (preferred): anna@boulwareinc.com

The Boulware Group