



Folsom Historical Society

Executive Director

Job Description

About the Folsom Historical Society

The Folsom Historical Society was founded in 1961 with the initial mission of saving the Gold Rush era Wells Fargo Assay Office from demolition. After succeeding in that effort, the building was converted into the Folsom History Museum which has been in operation since 1970 with the mission of educating the community on Folsom's central role in Northern California history. The Folsom Historical Society also has operated Folsom's Pioneer Village since 1995 and is mid-stream in an effort to create a third museum - The Folsom Chinese Heritage Museum. This additional museum will be housed in the Chan family's restored home, which was acquired debt free in 2017. With its success, we have hopes for someday creating a fourth museum focused on the broader multi-cultural history of Northern California. In addition to our museums, we have had active education and research programs that we hope to reenergize as pandemic restrictions ease.

Position Summary

Reporting to the Board of Directors, the Executive Director is responsible for the Folsom Historical Society's consistent and effective achievement of its mission and financial objectives, and for the leadership and management of the organization within the policies established by the Board of Directors. Responsibilities include Human Resources, Operations, Strategic Planning, Fundraising, and Marketing and Outreach. Prior to the pandemic, the organization had a budget of \$235K, a staff of 3.5 FTE, and 60 active volunteers.

Current Priorities

- Partner with the Board of Directors in developing a strategic plan to guide the Society's transition from operating siloed facilities and projects to a fully integrated family of museums and programs with one shared mission
- Manage culture change that establishes unity among board, staff and volunteers to achieve the goals of the strategic plan
- Generate additional revenue
- Enhance visitors' experience
- Deepen academic and community partnerships

Areas of Responsibility

Human Resources

Manage current staff as well as oversee the hiring of additional staff to accommodate current needs and future growth. Establish a robust recruitment and retention program for volunteers and college interns. Work with the Board of Directors on improving board recruitment and retention. Commit to core values that set the tone for a safe, trusting and deeply collaborative working relationship between board, staff, volunteers, and community partners.

Operations

Oversee operations of the Folsom History Museum and Pioneer Village, and reinvigorate education, research and exhibit programs as the organization transitions out of the COVID-19 shutdown. Oversee financial operations including the development of monthly financial reports for the board; management of account payables and receivables, taxes and insurance; and maintenance of our 501(c)(3) nonprofit status. Conduct annual reviews of our operational policies and procedures.

Strategic Planning

Plan and facilitate an annual board retreat to review and update organization's strategic plan. Oversee the design and construction of the Chinese Garden and Museum Exhibit for the future Folsom Chinese Heritage Museum. Enhance the

existing Sustainability Plan to define the staffing and funding requirements for opening the new museum. Pursue full accreditation for the Folsom Historical Society with the American Alliance of Museums.

Fundraising and Revenue Generation

Develop and implement strategies for expanding the donor base and enhancing processes for retention of current donors as well as deepening board engagement in donor outreach. Expand revenue from the organization's existing online fundraising events and re-establish in-person events as soon as pandemic restrictions are lifted. Expand grant funding opportunities as well as the planned giving program. Re-evaluate dependence on the museum gift store as a funding source.

Marketing and Outreach

Oversee development of a comprehensive marketing strategy that ties all the Society's museums and programs into one shared messaging model that is consistent across all platforms and with all audiences. Enhance the recruitment and retention of Historical Society members. Boost co-marketing efforts with existing marketing partners and expand that collaboration with other local and regional history, government, academic and business partnerships.

Other duties as assigned

Job Qualifications

Minimum Qualifications:

- Bachelor's degree in history, museum studies, anthropology, or another related field, with a postgraduate degree preferred.
- At least five (5) years of full-time experience working in a management position.
- At least two (2) years of direct supervisory experience.
- Excellence in both oral and written communication and proficiency in public speaking and presentations.
- Experience as a leader of organizational culture change.
- Ability to provide strong leadership, vision and strategic direction.
- Experience developing and implementing strategic plans.
- Demonstrated knowledge of standards and best practices for the operation and financial management of museums, cultural/educational non-profits, or similar organizations.
- A history of involvement in relevant professional organizations.
- Proven ability to work cooperatively, diplomatically, and effectively with Boards and volunteers as well as in community relations and outreach capacities.
- Committed to uphold the organization's values of Respect, Integrity, Collaboration, and Service.

Additional desired qualifications:

- Knowledge of Folsom and Northern California history.
- Experience in curatorial management and museum and/or archive collections management.
- Experience working within a museum accredited by the American Alliance of Museums.
- Familiarity with Bloomerang and QuickBooks software.

Annual Salary: \$75,000.00 - \$100,000.00 based on prior experience.

Application Instructions

Please submit resume and cover letter detailing education and experience to Board President - Jeff Ferreira-Pro jferreirapro@att.net. Priority review date is June 18th.

The Folsom Historical Society is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.