



**National Trust *for*
Historic Preservation**

Save the past. Enrich the future.

JOB ANNOUNCEMENT

Executive Director Shadows-on-the-Teche Historic Site New Iberia, LA

About the Shadows on the Teche:

Situated on the ancestral land of the Atakapan-Ishak and Chitimacha peoples, the Shadows-on-the-Teche is an antebellum home and former site of enslavement in New Iberia, Louisiana. Today, the property is open to the public, and the experiences of those who occupied the property in the 19th and 20th centuries, both free and enslaved, are shared through tours and public programming.

The Shadows' significant architecture, mature grounds, history related to the cultivation of sugar cane, and extensive decorative arts collection have, for many years, been the focus of tours for adults and thousands of local school students. Emphasis during this time was placed on the home's white owners, and tours subsequently mirrored messages of wealth and opulence. More recently, work has begun to address these narrative inequities through an honest accounting of its history and the many who shaped and were shaped by this important historic site.

As a site of the National Trust with a significant history of slavery, The Shadows is dedicated to improving its commitment to justice and equity. Over the past two years, it has committed to using the *Engaging Descendant Communities in the Interpretation of Slavery at Museums and Historic Sites* "rubric" to guide its research into the site's true history, expanding its storytelling to include the names and stories of enslaved people and engaging local communities of color in a more meaningful and substantial way. In particular, the Shadows is formalizing a significant, long-time partnership with the Iberian African American Historical Society. The property has a rich history related to the arts as well and partnerships with contemporary artists are also central to efforts to tell its full history and serving the surrounding community. The Shadows is also committed to developing relationships with local Indigenous communities and their cultural institutions, as well as other educational and historical institutions for additional partnerships. The site also has an unexplored but dynamic LGBTQ+ history that the Shadows is committed to interpreting.

The Shadows-on-the-Teche has 5 structures on 3.5 acres, including gardens, supporting structures, programming spaces, and offices. Its Visitor Center is both the home of the Iberia African American Historical Society, and the location of an IMLS-funded community history digitization project. The Shadows has also developed strong relationships with area public, private, independent and parochial schools over the last 30 years. This brings thousands of students to the site every year for special tours and programs especially for 3-5th and 8th graders. There has been an increase in requests for tours from middle and high school teachers.

JOB SUMMARY

The Executive Director will provide impactful leadership to the Shadows-on-the-Teche (the Shadows) a Stewardship Site that is owned and operated by the National Trust for Historic Preservation. The ED will ensure that the Shadows embodies best practices in historic preservation, interpretation, and education, but in making historic sites highly relevant today by exemplifying equity, inclusion, justice and diversity in all aspects of its operation. The ED will lead the expansion of full and truthful interpretation and public programming at the site, especially relating to the site's African American, Indigenous peoples, LGBTQ+, gender and plantation histories at the site, the broader community and in the region. The Shadows will make manifest the Trust's strategic priority of "Telling the Full American Story" through on-site and virtual programs, school tours, exhibitions, local, regional and national partnerships, and staff training and other relevant actions.

The ED's core responsibilities will be to oversee site operations by meeting earned revenue targets, balancing the budget, promotions and marketing and fundraising. The ED is responsible for individual, corporate, foundation, and government fundraising to support the ongoing operations at the site, and expansion of the site's reserves to sustain its long-term operations. They will work with, and also continue the development of, a diverse and inclusive advisory council to achieve the site's financial self-sufficiency and to strengthen governance practices in keeping with the National Trust's vision for its historic sites.

The ED will develop ethical and equitable community partnerships, and strategic institutional partnerships, including K-12 school partners, that will impact community-based programming. The ED will develop and maintain a community presence and ensure that relevant programming and activities directly serve local needs and are drivers for long-term viability of the site. In particular, the ED will work in close collaboration with the Iberia African American Historical Society to accomplish these goals.

The Executive Director will report to SVP for Historic Sites and will work in collaboration with National Trust for Historic Preservation (NTHP) headquarters staff, especially the Historic Sites Department's technical support positions in collections, finance, interpretation, and architecture, as well as staff in the Trust's legal, public affairs, marketing, fundraising, and other departments.

The Executive Director will be positioned full-time at the Shadows and will manage full-time staff of 3 and additional 6 part-time guide and facilities staff. The Executive Director will provide daily leadership and strategic direction to the other full-time positions to ensure cohesive and effective operations and comprehensive, meaningful impact of mission-related activities. The ED is responsible for developing and maintaining a collaborative and proactive management structure that allows the entire site team to work together with clarity, strategic integration, and accountability. To effectively carry out these responsibilities, the ED must exhibit a collaborative, solution-oriented management style. A demonstrated commitment to utilizing historic places to advance justice and equity is essential.

Duties:

Leadership

- Model leadership for site staff, aligned with National Trust values and best practices.
- Continue to lead the development and expansion of the partnership with the Iberia African American Historical Society.

- Lead the site to integrate Justice, Equity, Diversity, Access, and Inclusion measures site-wide and ensure metrics are tracked, targets are reached, and ensure timely maturation of the site in these practices
- Build visitation, engage new and repeat visitors, analyze, and evolve tours, and improve revenue
- Develop a site advisory council, including identification of needs, capacities, and recruitment materials. Lead ongoing council meetings, communications, events, and philanthropy by individual members.
- Act as spokesperson for the site, monitor site brand and messaging and ensure alignment with National Trust brand and messaging.
- Work with the National Trust's Historic Sites SVP and Historic Sites Department technical support team, Site Staff and Advisory Council and greater community to create a new dynamic strategic plan for the site in alignment with the National Trust, and manage the implementation.
- Implement operational, programming and funding plans for a financially sustainable site. The Executive Director will be qualified and experienced in monitoring budgets and the strategic plan using performance measures

Program Management

- Supervise, retain, and recruit well-qualified and diverse staff and guide the development of workplans. Organize overall workflow. Monitor direct reports' productivity and performance, provide constructive feedback and coaching, and conduct annual performance reviews.
- Work closely with the Director of Interpretation and Education for National Trust Historic Sites on updating tour scripts, student and family programs, exhibitions, and interpretive planning so that the Shadows can tell more inclusive, nuanced, and contextualized stories of the site.
- Serve as project director on IMLS funded collections digitization project. Supervise work of one full time project coordinator and part-time interns and oversee partner relationships and community outreach activities.
- Work closely with staff to ensure appropriate training, coordination, and staffing of school tours and special student programs. Collaborate with or supervise collaborations with educators, school leaders and curriculum developers in order to ensure that the Shadows provides engaging, truthful and developmentally appropriate and relevant programming and tours for students of various ages and family groups.
- Work closely with site staff to develop collateral materials and website upkeep and to develop and implement communications, sales, outreach, booking, budgets, and marketing plans.

Financial and Operations Management

- Develop, manage, and maintain a balanced operating budget, including tracking expenses and meeting revenue goals. Ensure that monthly and annual financial reports required by NTHP HQ are completed in a timely and accurate manner, working with NTHP Senior Director of Sites Administration.
- Work with the National Trust, direct reports and the Human Resources Department as needed to identify, respond to, and resolve performance issues as they arise. Monitor and approve timekeeping and related budget for direct reports
- Oversee collections management activities in collaboration with the John & Nevill Bryan Director of Museum Collections.
- Ensure agreements and contracts are aligned and appropriate

- Together with staff develop plans to creatively develop and increase earned-revenue sources.

Fundraising and Marketing

- The Executive Director is responsible for individual, corporate, foundation, and government fundraising to ensure growth and support for ongoing preservation and site operations to meet or exceed budget targets and expand the site's reserves to sustain its long-term operations. They will work with, and also continue the development of, a diverse and inclusive advisory council to achieve the site's financial self-sufficiency and to strengthen governance practices in keeping with the National Trust's vision for its historic sites.
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- Create and manage a portfolio of prospects in consultation with NTHP Development staff through solicitation and engage others in the cultivation and solicitation process.
- Develop and implement targeted fundraising and donor cultivation events and tours.
- Manage strategy and tracking systems to involve a wide variety of new individual donors and ensure donor recognition

Site Management

- Work closely with the Senior Director of Preservation Architecture (Graham Gund Architect) to develop and monitor major repair or capital projects and ensure the maintenance staff are aligned with NTHP architectural standards.
- During emergency events, such as during severe storms, implement the appropriate plans and take measures to protect the property and communicate to appropriate emergency and HQ staff

Marketing, PR, and Promotions

- Implement a plan to promote site programming and at the local, national, and international levels through social media, group tour outreach, tourism bureaus, and new partnerships. Work with Shadows Manager of Marketing and NTHP Marketing Division on major initiatives.
- Ensure robust social media presence and updated informative website, keeping up with available technologies and current site interpretations.

Qualifications:

- A life-long learner committed to exploring, engaging with and sharing the histories of people of color, the LGBTQ+ community, women, and other underrepresented groups with the public, even when the topic may seem challenging.
- Demonstrated success in inclusive community outreach, utilizing historic places to advance justice and equity, and managing organizational change.
- Stays current with new research and/or is enthusiastic about incorporating new information, artifacts, perspectives or interpretation strategies into their work
- Exhibits curiosity about humanity when engaging with different perspectives
- Demonstrated ability to use mission-based communication strategies that help visitors forge emotional and intellectual connections between their interests and the resources and meanings inherent in our site.
- Enthusiastic about using interpretation best practices to provoke deeper thinking and emotional investment in our site.
- A people-person who enjoys listening deeply, answering questions, and sharing information

- At least 8 years of professional level experience overall, including at least 5 years of experience in an executive capacity. Prior work in the cultural heritage/museum/historic sites field is preferred, with experience engaging stakeholders on and managing interpretation of issues relating to slavery, African-American history, or related topics a plus. Relevance of experience and size and type of organization worked for may be taken into account when considering background/qualifications.
- Demonstrable commitment to honest and vibrant interpretation rooted in scholarship, arts, diversity, justice and equity.
- Commitment to and experience with implementing DEIA policies
- Proven direct fundraising success, including donor cultivation, grant-writing, annual funds and membership development. Experience in capital campaigns optimal.
- Entrepreneurial spirit and skill set, with business development experience and ability to be flexible in a dynamic work environment.
- Demonstrated success budgeting, staffing, and supervising professionals, and leading teams to generate high quality results.
- Advanced analytical and problem solving skills, including issue identification and prioritization.
- Advanced project-management, team-management and client-management skills. Ability to achieve results with limited supervision.
- Personable style with effective presentation skills. Excellent verbal and written communication skills. Must be able to articulate the site's mission to a wide range of audiences in a variety of ways.
- Strong organizational skills with excellent attention to detail.
- Experience successfully managing key internal and external stakeholders and relationships. Proven ability to collaborate across departments to implement processes and achieve results.
- Demonstrated success in marketing to and engaging diverse audiences and partners. Connections within culturally diverse professional and social affinity organizations are a plus.
- When working on-site, public contact and the ability to work successfully near others are required. When working off-site, the ability to work effectively and independently in a remote environment, maintaining productivity and communications to manage and motivate staff virtually and meet deadlines and goals, is required.
- Ability to prioritize, multi-task efficiently and respond to a high volume of ongoing requests in a timely fashion. Ability to work effectively with frequent interruptions, and to handle frequently changing and/or unscheduled tasks with accuracy.
- Proven ability to continually develop skills related to use of rapidly changing technology and communications best practices. Advanced knowledge of Microsoft Word and Excel required.
- Effective combination of work experience and studies, training, and/or certifications in fields related to business, non-profit management, museum studies, and/or African-American History or other relevant field of cultural studies preferred.
- Regular and reliable attendance required
- Limited travel required.

PAY & BENEFITS

This is a full-time, exempt level position, eligible for full benefits, including health, dental and life insurance, retirement benefits, and 3+ weeks of vacation, plus sick time and holidays.

The National Trust and its sites and subsidiaries require all staff to show proof of COVID-19 vaccinations and boosters (with limited exceptions for religious or medical reasons).

Hiring Range: \$90,000 - 100,000 per year

Closing Date: July 13, 2022

TO APPLY:

Please upload resume and cover letter at the following link:

<https://nthp.clearcompany.com/careers/jobs/d79c3db2-919a-dd94-50f9-9507453d26a4/apply?source=2075973-CS-1725>