

WISCONSIN HISTORICAL SOCIETY CHIEF PROGRAM OFFICER (CPO)

This senior leadership position reports to the Director of the Wisconsin Historical Society, and works under general direction. The Chief Program Officer (CPO) is responsible for leading all of the Society's museums and programmatic channels in delivering relevant, engaging, authentic, dynamic, diverse as well as inclusive mission-based experiences, publications, exhibits, digital resources, and educational services. The CPO is also responsible for staff excellence, and financial performance of the Museums, Programs & Outreach Team and works institutionally to lead and guide the experience design process. Leads the creation, implementation, and coordination of a strategic direction for Museums, Programs and Outreach, all while insuring sustainability and ongoing performance improvement. Works with the Director's Office, Senior Leadership Team, and the Deputy Director/COO and technical experts in business units such as Finance, Human Resources, Communications, IT, Retail, Facilities, Historic Preservation and Collections, to ensure that all venues, projects, exhibitions, and programs align and meet Society standards, brand, as well as business goals.

40% A. Programs and Products Leadership

- A1. Leads, manages and coaches Museums, Programs & Outreach leaders and leadership in the creation, execution and fulfillment of strategic operational and annual tactical plans.
- A2. Leads and mentors the development of a common agenda and vision for the Museums, Programs & Outreach Team by engaging with senior leaders, team members and front-line staff, obtaining competitive knowledge about trends in the broader world, and keeping up with developments in the profession and communicating them effectively.
- A3. Works with the Museums, Programs & Outreach Team and Society leaders to develop and track goals to create experience, program and operational strategies, tactics, toward the achievement of the Society and Museums, Programs & Outreach strategic direction and brand.
- A4. Leads the creation and delivery of a strategic annual program, operational and products plan as well as revenue and expense budgets for the Museums, Programs & Outreach Team.

25% B. Experience Design Leadership

- B1. Leads, coaches and mentors experience design team to insure the fulfillment of the Society's mission by constantly advocating for the guest perspective and dynamic experiential storytelling, delivering high quality projects and programs on-time and on-budget through a shared vision, collaborative processes and clear communication.
- B2. Responsible for sponsoring and leading the experience process, directing and guiding the planning, budgeting, scheduling, communication and implementation of major exhibitions, programs, restoration and reinstallation projects and other improvements and adjustments to guest

experiences with institutional support and business units, individual staff members and external partners.

- B3. Contributes to the various project team's ideas, the creation of standards and objectives (guest impact & appeal, timing, budget/revenue goals, etc.), and substantively to the evaluation of project performance.
- B4. Directs, facilitates, creates and leads the program and agenda for the institutional experience review process.
- B5. Works with Deputy Director/COO and institutional leaders to develop, coordinate and execute business strategies and to review and evaluate experiences, programs, exhibitions, and other products.
- B6. Responsible for the quality of the guest experience, staff excellence and evaluates individual and collective performance.

30% C. Strategic Planning and Leadership

- C1. Drives team formation, and facilitates synergy, among the members of the organization, so that goals are accomplished effectively and efficiently as possible.
- C2. Coaches team leadership and management to develop and maintain a strong mission-and goals-based perspective.
- C3. Represents team ideas and concerns, assists teams in securing resources and solving problems, and contributes to communication and effective team management.
- C4. Communicates, and adjudicates when necessary, Society and Venues business and operational issues.
- C5. Responsible for the financial performance, preparation and negotiation of the annual budget and work plans for the Museums, Sites, Publications, Programs, Outreach, Education, Experience Design and for institutional projects.
- C6. Works closely with the Deputy Director/COO, and the Division of Administrative Services, Communications, Collections and Historic Preservation leaders to ensure responsible spending and accounting, and responsive adjustment and negotiation of contractual and budgetary matters.
- C7. Represents Museums, Programs & Outreach internally and externally, as well to the Board of Curators.
- C8. Works with the Director, Director's Office and Wisconsin Historical Foundation to manage external partnerships and to help raise funds toward realization of institutional goals.
- C9. Responsible for development of creative work which includes, but is not limited to, publications in any medium, product and program development and design, and all related collateral materials.

5% D. OTHER JOB DUTIES

D1. Manage other projects as assigned by the Society Director.

KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of best practices and benchmarks in the public experience and attractions field.
2. Demonstrated knowledge of museum operations or museum theory and practices.
3. Knowledge of and skill with basic principles of experience development for a variety of audiences; marketing and public relations; project management; exhibition development; and public presentation.
4. Skill of being a team player and providing expertise within the team and with other teams as appropriate.
5. Ability to implement new strategic goals.
6. Ability to analyze and manage budgets.
7. Knowledge of and skill in securing external funding for projects.
8. Knowledge of contracts and ability to assist to negotiate and positively resolve legal issues.
9. Ability to engage and interact effectively with a wide range of people, internally and externally, to accomplish common goals, and to resolve potential conflicts
10. Ability to supervise, manage and mentor professional and support personnel.
11. Ability to make effective and persuasive presentations regarding complex topics.
12. Effective and exemplary oral, written and interpersonal skills.
13. Knowledge of history-based programming.
14. Knowledge of design and construction practices.
15. Skill and proficiency in Microsoft Outlook, Word, Excel, and PowerPoint.
16. Ability to travel independently within Wisconsin, the Midwest and nationally as necessary.
17. Able to legally operate a motor vehicle from the Wisconsin Department of Administration State Fleet in the State of Wisconsin.