

The **Program Development Coordinator** supports the City of Austin Parks and Recreation (APR) Historic Preservation and Tourism Program (HPT) by researching, developing, and communicating public history initiatives that advance organizational goals and connect diverse audiences with local history. This position leads the development of interpretive content, coordinates community engagement efforts, manages promotional campaigns and special events, and serves as a subject-matter expert on historic preservation and public history. The position ensures that historical information is accurate, inclusive, accessible, and aligned with departmental priorities.

- Ensures the Public History Program of HPT contributes to APR's mission and aligns with the organization's priorities and approved budget. This includes extensive research across archives, newspapers, and books, and writing about local, state, and national history to provide historical context and information to multiple public audiences. Professional writing includes interpretive signage texts, pamphlets and brochures, landmark and award application narratives, interpretive plans, and other ad hoc projects. Leads initiatives related to community needs and outreach.
- Monitors the delivery of interpretive functions of the program with staff and park partners to maintain or improve quality. This includes developing and continually updating interpretive content guidelines and procedures; reviewing, verifying, and editing interpretive content; and contextualizing present content with problematic or outdated text. Leads development of interpretive signage standards for outside partners to utilize within the Community Activated Park Projects program. Works with partners to ensure signage adheres to Parks and Recreation standards for research, writing, and interpretation.
- Works with internal and external individuals to identify/plan program themes. Represents APR as the APR history subject matter expert for departmental plans and processes, as well as manages and responds to requests for assistance from internal and external customers, including media. Requests for assistance can include community members and APR or City staff seeking more information on archaeological resources, including looting/damage on parkland, research of history or review of documentation, permit requirements for historic resources, historic preservation guidance for repair/restoration of historic resources/landscape, and interpretive signage or historical marker information.
- Oversees planning special events surrounding interpretive signage, marker dedications, and historic preservation project completions. Implementation includes writing press releases, providing invitation content and history for distribution, and developing speaking points for the APR director, the Mayor, and/or Council Members.
- Assists in developing the advertising budget. Provides regular advertising budget reports, including all ads and their corresponding costs. Ensures that advertising supports HPT's priorities and complies with the approved use of hotel occupancy tax (HOT) funds. Creates budget tracking tools and monitors program spending. Works with APR finance to process vendor invoices. Follows up with outside vendors to resolve invoice discrepancies and/or confirm payments.

- Manages the development of promotional campaigns for state-wide and national audiences, overseeing the workflow from start to finish. Creates and maintains project timelines and ensures that all deliverables align with program objectives and meet high standards.
- Maintains Web Content for the APR Historic Preservation and Tourism Program and serves as the program SPOC for the Architectural Development Division.