

Henry Clay Memorial Foundation AKA *Ashland, The Henry Clay Estate*

Director of Tours & Education

The Director of Tours & Education (DTE) is responsible for creating a welcoming and engaging environment for our visitors, students and their teachers, and volunteers. Working with walk-in visitors, tour groups, educational groups, and volunteers, the DTE plays a pivotal role in how people perceive and value "Ashland." The DTE's primary resource for success is our volunteer corps; therefore, the recruitment and retention of qualified docents and interns is a critical function of this position. The DTE cultivates and maintains professional relationships with tour operators, educators, and social organizations to attract visitors throughout the year.

The DTE works cooperatively with the Curator to ensure the tour exceeds visitors' expectations. In addition to ensuring the docents are providing accurate and engaging tours, the DTE will develop educational programming such as round table discussions, lectures or seminars related to temporary exhibits or timely issues relevant to Clay and Ashland. Further, the DTE will work closely with the Executive Director to structure a sustainable education program which would include on-site and travelling education programs.

Volunteer Management: Recruit, train and supervise volunteers; schedule volunteers; provide opportunities for continuing education and social engagements; and, responsible for quality control of the tours and maintaining the integrity of the H. Clay story.

Interns: Recruit, orient and supervise; develop meaningful opportunities benefitting both the student and the Foundation; and work with staff to draft job descriptions.

Tour Management: Provide content for the promotion and advertising of tours; cultivate and maintain relations with tour operators; schedule tours and staff accordingly; ensure tour groups have a memorable experience which exceeds their expectations; and, work with educators to ensure the tour is relevant and meets the testing needs of local schools and home-school networks.

External Communications: The DTE will be expected to attend community and professional events to secure new volunteers and/or to glean information about best practices or latest trends in the Historic House Museum field.

Requirements

- Strong interpersonal and communication skills are essential;
- Administrative and organizational skills;
- Excellent written and verbal skills;
- Three-year nonprofit management experience, preferably within the fields of tourism and hospitality;
- An advanced degree is beneficial but not required;
- A degree in Public History would be a distinct advantage;
- Demonstrated capacity to effectively work with volunteers; and,
- A willingness to work collaboratively with other HCMF team members.