



**Job Title:** Director of Programming  
**Reports To:** Executive Director  
**Supervises:** Member Services Coordinator  
**FLSA Status:** Exempt  
**Last Date Revised:** 6.22.2018

**SUMMARY:**

Art-Reach creates, advocates for and expands accessible opportunities in the arts so the full spectrum of society is served.

The Director of Programming serves a leadership role within Art-Reach. Working closely with the Executive Director, the Director of Programming plans accessible programming for people with disabilities and low income community members. Specifically, the Director of Programming will oversee Art-Reach programming including the Ticketing, Virginia and Harvey Kimmel Family ENCORE Program, and ACCESS Philadelphia. All programs are done in collaboration with an existing Arts Partner. Art-Reach currently has over 200 Arts Partners spanning museums, gardens, historic sites, theaters, live arts venues and community art centers, and maintaining those relationships is key to the success of Art-Reach. Embracing Art-Reach's approach to cultural accessibility, s/he will deliver Cultural Accessibility Trainings and plan three Cultural Accessibility Forum and Exchange (CAFE) sessions throughout the year. The Director of Programming will oversee the relationships of Art-Reach's 200 human service member agencies. As an active member of Philadelphia's arts and human service sectors, s/he will build trust amongst organizations to ensure the success of Art-Reach programming. The Director of Programming will work in tandem with the Executive Director to secure approximately \$125,000 of earned program revenue each year, and over \$500,000 worth of In-Kind donations from the arts sector.

**RESPONSIBILITIES:**

**Programming:** Oversee all Art-Reach Programs and staff members managing programs. Define annual programming goals in consultation with the Executive Director. Oversee/lead actions to meet and improve programming goals. Oversee development/distribution of orientation and training curriculum, guidelines and procedures. Assess needed program adjustments or focuses and advise ED of proposed actions. Research accessible programming opportunities and develop new ideas to keep Art-Reach programs vibrant and viable

**Relationship Development:** Cultivate new and steward existing arts partners and member agencies. Strengthen Art-Reach's value among constituents. Embrace 'nothing about us without us' by understanding barriers to engagement and customizing plans to meet those needs. In partnership with the Executive Director, examine opportunities to expand Art-Reach services to new populations and help define annual community targets.

**Accessibility:** Conduct Cultural Accessibility Trainings for the arts sector. Plan CAFE workshops and sessions throughout the year, provide advice on accessible accommodation to arts organizations, advocate for greater accessibility of the arts sector in Philadelphia.



**Development:** Accompany Executive Director when meeting funders and host donor site visits during Art-Reach programming. Develop and provide programmatic impact data to support grant applications.

**Assessment and Evaluation:** Lead data collection and assessment efforts by tracking all program participation data in Salesforce. Develop survey and evaluation tools for members, arts partners, and program participants. Analyze and report evaluation results and trending results.

**Supervision:** Supervise Member Services Coordinator (MSC). Oversee intern recruitment process. Conduct annual review of MSC. Supervise interns as needed for programming.

### **CANDIDATE PROFILE:**

Preferred skills and experience:

Bachelor's degree required and five years of demonstrated success in nonprofit arts programming. Experience coordinating a diversified program operation with extensive knowledge of local and regional arts organizations. Experience with the disability community and/or the human service sector of Greater Philadelphia is preferred. Demonstrated success in project management comprising large scale projects involving multiple partners. Familiarity with Salesforce or other CRM software is necessary to succeed in this position. Excellent interpersonal skills with an ability to communicate effectively to colleagues, volunteers, donors, members and partners. Strong organizational leadership skills with evidence of diplomacy, collaborative spirit, initiative, creativity, and attention to detail. Passion for and familiarity with Art-Reach programming is required. Comfortable working in a fast paced office environment on simultaneous projects.

Personal Characteristics:

Strong interest and belief in creating accessibility in the arts and culture community around Philadelphia. A strategic and decisive problem solver, with an ability to think creatively, opportunistically, and analytically. An experienced relationship builder and influencer with the ability to relate and appeal to diverse groups of people.

Compensation: \$50,000 per year plus benefits.

### **THE ORGANIZATION:**

Art-Reach creates, advocates for and expands accessible opportunities in the arts so the full spectrum of society is served. Art-Reach programs are aimed at changing the landscape of cultural engagement in Philadelphia. Founded in 1986, Art-Reach programs have empowered human-service organizations to enrich the lives of their constituents by providing them with high quality artistic activities and creative outlets for 32 years. Through those partnerships, people with physical and developmental disabilities, low-income individuals, at-risk youth, and the elderly in need, are all able to deeply engage with the arts, improving their quality of life and providing experiences of joy and beauty that otherwise may be unattainable.



Art-Reach serves over 200 human-service agency partners in Greater Philadelphia and collaborates with over 220 cultural institutions and teaching artists. In 2017, Art-Reach served over 160,000 individuals, an increase in programmatic impact of 1076% since 2014. From the unique space between human service and cultural engagement, Art-Reach is able to facilitate meaningful and powerful artistic experiences for our members. Art-Reach is also perfectly positioned to lead the conversation on cultural accessibility with the hope that these conversations will be the catalyst that positions Philadelphia as a national leader for cultural accessibility in an urban center. Art-Reach's core programs include:

**Ticketing:** Art-Reach offers its members deeply discounted or free admission to over 200 local cultural organizations. In the past year, over 17,000 individuals visited museums, gardens, zoos, historic sites and live performances in the greater Philadelphia region through an Art-Reach experience. In total, Art-Reach planned 1,972 trips last year.

**Virginia and Harvey Kimmel Family ENCORE Program:** Presents immersive, participatory experiences including workshops, studio dance sessions, touch tours, verbal description and sensory friendly performances designed for specific audiences and their unique needs. For constituents who are unable to travel, Art-Reach sends teaching artists to their facility for a hands-on art-making, dance or music workshop. In 2017, 9,850 people engaged with an ENCORE project. Overall, Art-Reach planned 232 projects last year within the ENCORE Program

**ACCESS Philadelphia:** Designed to mobilize the disability and low-income communities into arts participation, ACCESS Philadelphia allows \$2 admission for any Pennsylvania Access Cardholder and three guests to 36 Philadelphia-area museums, gardens, historic sites, cultural attractions and 12 theaters and live arts venues. A first-of-its-kind program, ACCESS Philadelphia engaged 133,161 people in 2017 and saved users \$1,855,259 in admission fees.

**Cultural Accessibility Forum and Exchange (CAFE):** A dialogue series that brings cultural organizations together with members of the disability and low-income communities to focus on improving cultural access for everyone. Meeting several times a year, these forums create a cross-sector conversation spanning arts, health, and human services.

#### To Apply

If you wish to explore this position, please send a resume, cover letter, three references to [DOPSearch@art-reach.org](mailto:DOPSearch@art-reach.org).

Education Level: Bachelor' Degree required; Master's Degree preferred.