



Program Coordinator

Reports to the Program Director

Position Summary

The Program Coordinator reports to the Program Director and will manage instructor and assistant teaching contracts; class description documents; instructor bios; class material lists; program engagement; and enrollment data for the Folk School's ambitious class offerings.

Program Development

- Engage with Resident Artists, staff, students, instructors, and community to generate programming to meet the needs of all constituent groups
- Assist Program Director with program development including schedule planning, class size and studio usage
- Assist Program Director in setting department and staff goals for coming year
- Assist staff and Resident Artists to produce annual and intermittent events related to studios and educational experiences
- Divide coverage of weekend sessions with other Program staff
- Compile analysis of programming statistics

Instructor Engagement

- Manage coordination of instructor and assistant teaching contracts, class description documents, instructor bios, and class material lists
- Work collaboratively with Program staff and Resident Artists to coordinate instructor engagement
- Focus on excellent customer service to provide positive student, instructor, and visitor experiences
- Assist the Music and Dance Coordinator in preserving and growing music and dance classes; community dance programs; concerts; outreach education; and the preservation of music and dance as a vital element of the Folk School experience
- Budget and coordinate instructor travel (flying and driving)
- Monitor enrollment and manage class size with instructors

Marketing/Registration/Data

- Work closely with the Program, Marketing and Registration staff on weekly enrollment statuses and class cancellation procedures
- Promote classes with low enrollment; find replacement instructors when needed; and cancel classes as needed
- Use all available data (student comment forms, student surveys, enrollment by instructor/class, class cancellations, trends, etc.) to assist Program Director in tracking and managing current and future programs

- Notify Marketing and Registration staff of local scholarship opportunities
- Provide competitive analysis of craft schools, folk schools and similar programs around the country
- Compile and enter class and instructor data, as needed

Resident Artists

- Engage with Resident Artists in the coordination of approximately 800+ week-long and weekend classes per year in 40+ program areas
- Utilize the Strategic Plan and Campus Master Plan (scheduled completion-November 2019) as a program development guide
- Work collaboratively on the catalog and website production by providing class and instructor information in a timely manner
- Assist with programming correspondence with instructors and students
- Manage teaching submissions and coordinate with Program Director and Resident Artists
- Coordinate hiring and contracting of assistant instructors
- Field calls from instructors with questions regarding class development

Qualifications

- Bachelors' degree in Business Administration, Marketing, Communications, Art/Art History or related field recommended. At least 3 years of experience, or equivalent combination of education and experience are preferred. The following qualifications are crucial:
- Excellent oral and written communication skills, strong organizational skills, and attention to detail
- Solid understanding of the Folk School concept and a desire to engage and promote this educational model
- Solid understanding of traditional and contemporary craft, music, and dance
- Ability to effectively manage a varied workload and successfully organize long-term planning and projects
- A resourceful problem-solver who can meet deadlines and make clear decisions
- Demonstrated proficiency in tracking, evaluating, and acting on constituent data
- Solid understanding of marketing strategies
- Attention to detail and highly organized
- Proficient in Microsoft Office applications

Physical Demands

This position requires travel and the ability to drive a car. A current driver's license is required. The position requires that the employee be able to walk unaided up and down hills and over uneven terrain, bend, stoop, and have use of fine and gross motor skills. The work of this position frequently requires the use of hands to finger, handle, or touch objects, tools, or controls. The employee must occasionally lift and/or move heavy objects or boxes, up to 25 pounds. While performing the duties of this job, the employee will likely need to sit and to work at a computer. Must be able to work weekends and holidays, as needed. This position requires fluency in English.

Applications

Please submit the following materials by e-mail at jobs@folkschool.org, or by USPS to:

Human Resources Manager
John C. Campbell Folk School
One Folk School Road
Brasstown, NC 28902

1. Cover letter that expresses your desire to work at the Folk School and reasons for interest in the position.
2. Resume detailing education and work experience.
3. Contact information for three professional references.

Review of applicants will begin immediately and continue until position is filled.