



LEARN. EXPLORE. BE CREATIVE.

Brookfield Craft Center
286 Whisconier Road, PO Box 122
Brookfield, CT 06804
director@brookfieldcraft.org
(203) 775-4526
brookfieldcraft.org

Position Description

Title: Education Director

Reports to: Executive Director

Based at: Brookfield Craft Center, Brookfield, CT

Purpose: Plan and implement an education program optimizing our mission goal *“Teach and preserve the skills of fine craftsmanship and enable creativity and personal growth through craft education”* while enhancing the financial viability of Brookfield Craft Center.

Key Responsibilities

Develop and Deliver Market Driven Craft Education Program

- **Research Brookfield Craft Center Market**
 - Ascertain BCC constituency/clientele demographics
 - Communicate with and represent BCC to regional and national craft centers
 - Identify/analyze competitive programs including
 - Class offerings
 - Tuition levels
 - Instructor compensation
- **Supervise, evaluate, support and recruit faculty**
 - Build relationships with faculty
 - Observe/review skills
 - Solicit/obtain course proposals
 - Ascertain consistency with BCC mission
 - Identify and recruit freelance faculty
- **Develop class offerings**
 - Utilization of facilities
 - Medium
 - Appropriate semester (winter, spring, summer, fall)
 - Studio availability
 - Class size
 - Instructor
 - Costs

(continued)

- **Work with Executive Director to**
 - Establish strategic goals
 - Develop cost parameters
 - Establish pricing structure
 - Advertising and promotion programs
- **Create/maintain database of course offerings**
 - Improve existing IT programs for collecting and evaluating the education program
 - Metrics (classes offered, held, revenues, costs, margins)
 - Improve programs for obtaining student feedback and measuring satisfaction
- **Evaluate and implement opportunities to expand and extend education mission**
 - Teen summer classes
 - Seniors
 - Public and private schools
 - Private and group tutorials
- **Coordinate enrollment with registrar**
 - Maintain class schedule
 - Maintain current and former student enrollment records
 - Solicit appropriate students for scheduled classes
 - Ensure sufficient enrollment for classes running
 - Track success rate of programs
- **Ensure studio/facilities readiness for scheduled classes**
 - Develop core group of studio managers
 - Supervise studio manager responsibilities

Management

- **Budgeting**
 - Work with Executive Director to develop annual financial budget
 - Classes to be run and enrollment by medium
 - Tuition income
 - Costs, including faculty and operating costs
 - Profit margin

(continued)

- **Reporting**
 - Maintain and evaluate records of results and compare to budget
 - Bi Monthly report to BCC Board
 - Education financial results actual vs. budget
 - Initiatives/new education programs
 - Discuss education operations
- **Education Committee**
 - Lead Committee comprised of faculty, studio managers and volunteers that provides ideas and support services

Skills/Qualifications

- MBA/MS/BA in fine arts, marketing or related fields.
- Management in arts education and administration.
- Familiarity with and enthusiasm for contemporary crafts.
- Five years experience and success managing staff, programs and budgets.
- Not for profit management experience.
- Experience in creating and managing educational programs.
- Team player working with staff and volunteers. Relationship builder.
- Written and oral skills including meeting effectiveness.
- Strong organizational skills
- Ability to develop and administer budgets.
- Computer skills (Word, Excel, Power Point).

Salary

\$45,000 - \$60,000 - Commensurate with experience

Advancement

Education Director will have the opportunity to be considered for promotion to the Executive Director position. Therefore, a broad set of skills and experience, including fund raising and facilities management is sought.

Please send your resume to Richard Herrmann, Executive Director, via email director@brookfieldcraft.org or by mail to Brookfield Craft Center, PO Box 122, Brookfield CT 06804.