**Evaluation and Audience Specialist**

The Evaluation and Audience Specialist will lead the implementation of consistent and sustainable evaluation processes to understand the effectiveness of exhibits, the success of education programs, audience preferences, and the impact of Museum programs and exhibits on visitors. This position will also work closely with the Advancement department in support of marketing and fundraising efforts including the development of evaluation tools to fulfill grant requirements and the collection of demographic and other marketing research data.

**Key Responsibilities**

1. Propose, plan, and implement evaluation projects that help advance the Museum’s goals, measure the impact and effectiveness of exhibits and programs, and help advocate for our audiences in decision making.
2. Collaborate with cross-departmental teams to integrate outcomes-based assessment into exhibit and program design.
3. Collaborate with Advancement department to determine appropriate impact and outcome measurements to meet grant requirements and assist with all impact/outcomes reporting requirements.
4. Conduct and build on previous impact focused evaluation to demonstrate the effect and benefits of the Museum to stakeholders and donors.
5. Design and administer appropriate evaluation methods and tools appropriate to the project, including but not limited to evaluation questionnaires, observations, interviews and focus group facilitation.
6. Design, administer, tabulate, and analyze survey data (including annual visitor satisfaction and marketing surveys) to support the visitor experience and the Museum’s marketing and development efforts.
7. Conduct formative, remedial and summative evaluation of new and renovated exhibits for the current Museum renovation (now through early 2024).
8. Analyze qualitative and quantitative data and create reports and presentations based on findings.
9. Create effective ways to share data internally in order for it to be incorporated into exhibit and program designs.
10. Lead monthly cross-departmental team meetings aimed at linking the museum’s Learning Framework, intended impacts, best practices in evaluation, and fundraising efforts.
11. Work with staff to create a culture of evaluation through all departments.
12. Lead evaluation training for staff and volunteers.
13. Foster relationships with regional higher education institutions, including recruitment for on-going internships.
14. Supervise Spring, Summer and Fall evaluation interns.
15. Collaborate with other non-profit organizations to improve evaluation capacity in the Chattanooga community.

**Key Requirements**

* Master’s degree in museum studies, sociology, psychology, anthropology, statistics, education theory or a related field of the humanities or social sciences is preferred.
* Experience conducting evaluation with children and families.
* Competency in preparing evaluation reports, data visualization techniques, and analyzing data required.
* Capacity to use an array of research tools, survey platforms, and statistical software.
* Be comfortable and enjoy talking with museum visitors and be able to facilitate conversations without leading responses.
* Self-starter who has excellent time management skills and takes initiative.
* Thinks outside the box to make methodology fun and interactive when appropriate.
* Background in early childhood or working with children preferred.
* Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook).
* Familiarity with database software, such as SalesForce, NVivo, and QuestionPro. (preferred).
* Available occasional weekends and evenings.

**Full time non-exempt position; benefits package; hourly $19.50.**

Interested candidates are asked to submit an application online through the Museum’s career site at <https://cdmfun.applicantpro.com/jobs/2793393.html>