

# Program Research and Evaluation Specialist

Filoli is a 654-acre historic site of the National Trust for Historic Preservation, located on the San Francisco Bay Peninsula near Woodside, CA, and one of the finest remaining country estates of the early 20th century. As a team member here, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. You have the opportunity to preserve, build upon and share the wonder of this place.

In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. You will also actively play a part in creating a vibrant future through our 2019-2023 Strategic Plan. Embedding the core principles of Diversity & Inclusivity, Sustainability and Organizational Excellence into each pillar of the plan, we are focusing on five main pillars of our organization: People & Culture, Fundraising & Financial Strength, Infrastructure Investments, Visibility & Branding and Engagement & Education. We welcome and appreciate your contributions to Filoli.

## SUMMARY

The Evaluation Specialist will plan and oversee Filoli's visitor experience evaluation efforts. This will include the development of timelines, implementation, pilot testing, analysis, and reporting. Evaluations will inform Filoli's interpretation, exhibitions, public programs, partnerships, membership program, marketing, internal direction, onsite visitor experience, and DEAI work (Diversity, Equity, Accessibility, and Inclusion). In order to fully understand the visitor experience and support Filoli's visitor services functions, the Evaluation Specialist will also directly interact with visitors in admissions and as they experience the historic House, formal Garden, and Nature Preserve, and provide formal and informal interpretation of the estate. The position reports to the Interpretation Manager, but will work closely with the Visitor Services, Public Programs, and External Relations departments.

This is a full-time position (30-40 hours, flexibly scheduled), non-exempt, hourly and benefit eligible position. Depending on candidate experience, the salary range will be \$22.00 to \$26.00 per hour. This position is eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k) (eligible after 6 months of employment), vacation, sick leave and holiday pay. The schedule will require regular weekends and evenings so flexibility to meet the needs of the organization is important.

## ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:

### Research and Evaluation:

- Develop and implement research and evaluation plans including timelines, protocols, and staffing;
- Work collaboratively with various departments to build evaluation into program design and align research with program objectives;
- Collect data through multiple methods including in-person, focus groups, email, online, social media, and location-based analytics;
- Coordinate data analysis, interpretation, reporting, and dissemination;
- Synthesize results into non-technical language for internal and external audiences;
- Present findings through written reports, data visualization, PowerPoint slides, and oral presentations to internal and external audiences;
- Support implementation of Filoli's DEAI Action Plan by creating evaluation tools for all related programs, including regular daily visitation and psychographic evaluative tools;
- Strive to accurately represent the communities served by Filoli by ensuring the inclusion of the diverse voices, perspectives, and values represented in Filoli's current and potential audiences;
- Primary staff member implementing in-person surveys to Filoli visitors;
- Train Filoli staff to assist with in-person data collection;

- Research best practices and participate in benchmarking for museums, historic sites, and public gardens;
- Lead projects when collaborating with consultants, external partners, and other Filoli departments;
- Support internal departments for all research functions, including Development by providing data and documentation for grant proposals and reporting; Marketing through specific campaign analytics, Human Resources and Volunteers to create internal feedback loops;
- Become an expert in internal data resources, particularly the Altru database, and be able to create queries and reports for specific audience research;
- Ensure data and reports from internal and external projects is organized and accessible to other Filoli staff.

#### **Interpretation:**

- Be trained and serve as an interpreter for informal interpretation in the House and Garden;
- Provide formal interpretation including talks, tours, and hikes delivered with accuracy and in an engaging manner;
- Lead educational experiences for youth in the House, Garden, and Nature Preserve.

#### **Visitor Services:**

- Be cross trained in all areas of Visitor Services – Admissions, Reservations, Operations, and Clock Tower Shop – and be willing to provide coverage for these areas as needed;
- Greet and welcome visitors and ensure that they understand how to best access the House and Garden;
- Actively operate a cash register following outlined procedures;
- Be trained in the ticketing database (Altru) for all functions, follow properly Altru processes and use technology for all aspects of the role;
- Manage visitor flow to ensure minimum wait times and limit confusion for visitors;
- Provide excellent customer service and promote a positive visitor experience;
- Know and follow all Filoli safety and security policies;
- Provide for the protection of all Filoli property and collections;
- Respond to emergency situations on the grounds when needed.

#### **GENERAL**

- Uphold all Filoli's policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization;
- Attendance and punctuality are essential to work and all work-related functions.

#### **MINIMUM QUALIFICATIONS**

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational, core competencies and skill requirements listed below:

**Education:** A Bachelor's Degree is required.

#### **Core Competencies:**

- **RESEARCH AND EVALUATION** – Direct experience in leading independent research projects ideally in a visitor-based, public environment.

- PEOPLE, PROJECT, AND PROGRAM SKILLS – Exemplary relationship skills, strategic thought-based project development, and the ability to interact with internal and external audiences to achieve the desired results. Effective peer-based team leadership skills and cross-functional collaborative capacity. Ability to either take direction or work independently as the situation requires. Demonstrated experience organizing, leading, and evaluating projects.
- LEADERSHIP – Flexible, energetic, and outcome-oriented who brings a creative approach to solving problems. Capacity to interact effectively with Filoli’s many constituencies including staff, Board members, community partners, members, visitors, donors, volunteers, and vendors. Strong administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- CULTURAL COMPETENCIES – Model a responsibility to self-awareness and awareness of others to recognize that individuals bring unique backgrounds, beliefs, values, and world-views. View racial and cultural differences as assets to the organization.
- DIVERSITY, EQUITY, ACCESSIBILITY, AND INCLUSION – Committed to Filoli’s dedication to integrate accountability across all efforts to support and sustain a racially equitable organization. Demonstrate a passion of advancing organizational DEAI objectives and influencing others to approach all work with an equity lens. Promote processes and communication that encourage organizational cultural competence and inclusion.
- COMMUNICATION SKILLS – Exceptional oral and written communication skills including the demonstrated ability to research, and analyze information, compose reports and correspondence, and present proven data in a clear and inspiring manner.
- DECISIVE NATURE – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives and formulate rapid solutions.
- COMPUTER SKILLS – Strong capacity for using multiple platforms to receive the desired results. Proficiency with Google Suite and Microsoft Office applications as well as relational databases, apps and other research tools.
- AVAILABILITY – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management. Remote work is optional but no more than 25% on a regular basis.

**Skills and Abilities:**

- Demonstrate a deep commitment to and enthusiasm for the mission and vision of Filoli;
- Detail and results orientated with intentional use of data to improve performance and processing information to make astute recommendations and/or decisions;
- Possess an organized and strategic approach with experience in overseeing data-driven projects;
- Be an effective communicator who is articulate and persuasive in written and spoken communications;
- Highly motivated and energetic, ability to show initiative and work successfully independently or as part of a collaborative team;
- Display a high level of integrity and dependability with a strong sense of customer service, urgency, results-orientation, diplomacy, confidence and good humor;
- Ability to respectfully ask questions, challenge, and communicate both positive and difficult messages; speaks about issues truthfully and without blame;
- Sound judgment regarding the appropriateness of guarding confidentiality to protect the privacy rights of colleagues or donors;
- Ability to work in a fast-paced, change oriented environment;
- Follow-through to successful completion all projects and communications.

**CERTIFICATES, LICENSES, REGISTRATIONS**

A valid Driver's License is required.

## **PHYSICAL REQUIREMENTS**

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job including:

- Essential functions include walking and standing for the majority of the day, walking across uneven terrain, climbing stairs, balancing, stooping, kneeling, crouching, crawling, reaching, handling and fingering as well as sitting for long periods of time at a computer;
- Strength sufficient to exert force up to 50 lbs. occasionally and/or up to 25 lbs. frequently, and/or up to 10 lbs. constantly to lift, carry, push and pull or otherwise move objects.

## **HOW TO APPLY**

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to: <https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

**Please visit our website for more information: [www.filoli.org](http://www.filoli.org)  
Filoli is an equal opportunity employer who values diversity in the workplace.**