

WRANGELL COOPERATIVE ASSOCIATION

P.O. Box 2021 • Wrangell, Alaska 99929

Telephone: (907) 874-4304

Fax: (907) 874-4305

Email: wcatribes@gmail.com

POSITION DESCRIPTION

Cultural Heritage Director

INFORMATION

Department: Cultural Heritage and Programming

Type of Position: Non-Exempt

Location of Work: Wrangell, AK

Approved By: WCA Council

Salary Grade(s): DOE

Hours: 37.5 hrs/week

POSITION DESCRIPTION

Wrangell Cooperative Association (WCA), a federally recognized Tribal government, is accepting applications for the position of Cultural Heritage Director. The Cultural Heritage Director's main responsibility is to balance three critical aspects of cultural heritage management: preservation of cultural sites, regenerative tourism and economy, and community cultural programming. The Cultural Heritage Director will help preserve a site's historical and cultural value, while ensuring it generates financially viable incomes in a balanced and sustainable way through tourism revenues and grants, as well as growing educational cultural programming year-round for Tribal citizens and the community. The Cultural Heritage Director will report to the WCA Tribal Administrator.

REPORTING RELATIONSHIPS

Reports to: Wrangell Cooperative Association Tribal Administrator

JOB RESPONSIBILITIES:

- **Site Promotion and Branding:** Develop WCA Cultural Heritage and Programming as a brand. Manage marketing campaigns for tourism, cultural site promotion and cultural programming. Develop cultural awareness of cultural sites and communicate their importance to the community. Be in contact with current and potential tour operators, cruise lines and other visitor industry stakeholders. Network with potential donors, artists, and Tribes, for site preservation and cultural programming development opportunities.
- **Site Preservation and Maintenance:** Develop and manage heritage sites in a sustainable way. Oversee landscaping and grounds at cultural sites to ensure they are safe, maintained, and visually attractive. Report to WCA Council quarterly on the status of heritage sites to include: necessary repairs and maintenance, preventative maintenance projects, and recommended

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improvements that would enhance cultural sites. Oversee maintenance projects as directed quarterly by the WCA Council. Educate tribal citizens, the local community and visitors about how sites can be preserved. Sites currently under WCA management include Chief Shakes Island and Tribal House, Totem Park and the WCA Cultural Center. Support expansion to Petroglyph Beach.

- **Cultural Programming:** Develop and manage cultural programming for the Wrangell Cooperative Association. Set annual goals with WCA Council for cultural programming. Schedule and facilitate cultural programs as directed by annual goals. Research and apply for grants to bring cultural programming into our community year-round for all age groups. Network with potential donors, artists, cultural mentors, masters of crafts, Tribes, Tribal Corporations and communities as necessary to promote and enhance cultural programming in Wrangell. Examples of types of cultural programming include but are not limited to: carving apprentice program, language program, beading, cedar weaving, regalia making, fur sewing, drum making, formline design, drumming circles, traditional foods and medicines workshops, canoeing, paddle making, storytelling, cultural healing and wellness.
- **Business Development:** Coordinate and implement existing tour products and programming. Manage and expand the WCA Tourism Program by developing a five-year strategic business plan. Develop new tour products and attractions to generate income. Recommend product pricing and draft contracts for WCA Council to approve. Conduct regional and state-wide market research. Identify and contract with third parties for technical assistance and training opportunities to achieve goals as necessary. Research and apply for tourism and economic development grant funding.
- **Staff Management:** Recruit, train, and manage new staff members, interns, volunteers and third-party contractors for each aspect of the Cultural Heritage Program. Develop job descriptions as necessary. Create work schedules, training/practice schedules, and coordinate Cultural Heritage staff meetings. Facilitate the new hire onboarding process as directed by WCA Tribal Administrator and guided by the WCA Policies and Procedures. Review and approve timesheets, gratuity tracking and provide the bookkeeper with signed timesheets on a bi-weekly basis.
- Learn and implement necessary software and platforms to successfully run the Cultural Heritage Programming. To include but not limited to: Microsoft Office Suite, Square, Connecteam, Google Workspace, Canva and Wix.
- Provide monthly reports for the WCA Tribal Council, attending meetings when requested.
- Travel as required for meetings, training opportunities and presentations.
- Additional duties as assigned by the Tribal Administrator.

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QUALIFICATIONS:

- A deep knowledge of cultural heritage: Applicants must be knowledgeable in this field, and/or have a passion for it.
- Knowledge of Tlingit Culture, Wrangell history and general Alaskan history.
- Excellent leadership and facilitation skills.
- Interpersonal communication skills.
- Project management.
- Team management.
- Strong public speaking skills.
- Possess a business mindset.
- Grant writing experience preferred but not necessary.
- Bachelor's degree in related field or equivalent job experience.
- Valid Alaska Driver's License.
- Computer knowledge regarding Windows, Internet Research, Microsoft Suite, social media, ability to learn new software and platforms.
- Flexible self-starter who takes initiative.
- Aptitude for detail and accurate record keeping, to ensure compliance with any grant expectations.
- Demonstrated ability to be a reliable worker (show up on time, consistent with the required work schedule).

BENEFITS:

- Paid Time Off Accrual, 10 paid holidays, one week of paid subsistence leave; and one-week paid leave (Christmas)
- SIMPLE IRA
- Healthcare Reimbursement

CONDITIONS OF HIRE

- All employment at WCA is "at will". This means that the employee or WCA may terminate employment at any time and for any reason. Unless specified in writing, no term of employment is expressed or implied for this position.
- WCA is a no tolerance workplace. All regular employees must pass an initial and random drug screening and potentially a random alcohol screening to be eligible for and maintain employment.

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- WCA has several positions which require a criminal background check for the safety of our clients. All employment offers in the “covered” classification are conditional until WCA has received a Federal criminal background check verifying eligibility to work in these programs.
- Native preference in hiring applies as outlined in the WCA Hiring Policy and Procedures.

This Job Description describes the essential functions and qualifications of the job described. It is not an exhaustive statement of all the duties, responsibilities, or qualifications of the job. This document is not intended to exclude modifications consistent with providing reasonable accommodation for a disability. This is not a contract. Your signature indicates that you have read this Job Description and understand the essential functions of and qualifications for the job.

Employee Signature

Date

Tribal Administrator

Date