

Fourth Bluff Programming Curator

Reimagining the Civic Commons is a national initiative that supports place-based efforts to catalyze lasting change through creative use of civic assets. Launched in 2015 with a promising pilot project still underway in Philadelphia, Reimagining the Civic Commons is working with four additional cities including the Memphis Fourth Bluff project to create a network of civic assets in each city with demonstrated community support and the potential to serve people of different incomes and backgrounds. Goals the Reimagining the Civic Commons projects seek to achieve are civic engagement, economic integration, environmental sustainability, and value creation in surrounding neighborhoods.

Job Description

The Programming Curator will promote public space as a key element of city life and cultivate a vibrant Fourth Bluff to serve as a platform for unique and memorable public programming events, activities, and initiatives which are financially sustainable over time. Programs seek to achieve the stated project goals with particular emphasis on engaging diverse residents to build connections to each other, with the Fourth Bluff, and the Memphis Riverfront in unique, creative, and enduring ways. The Programming Curator will curate community generated programming as well as conceive and produce events that engage a diverse audience and promote stewardship of the Fourth Bluff.

The Programming Curator is a contract position that will report to the Project Manager and will work in close collaboration with the specific asset managers (Riverfront Development Corporation for Memphis Park and Mississippi River Park; Memphis Public Library for Cossitt Library; and the University of Memphis Cecil C. Humphreys School of Law) to program across the Fourth Bluff sites. The Programming Curator will have support of asset staff as well as the Public Engagement Coordinator (to be hired).

The Programming Curator's responsibilities include but are not limited to:

- This role manages programming for the Fourth Bluff to achieve the RCC goals of economic integration, value creation, civic engagement, and environmental sustainability through compelling curated concepts that leverage and connect all four Fourth Bluff assets.
- Provides quality control over a Fourth Bluff narrative that focuses on a user generated experience, by offering unique avenues for public interaction, rather than a more presentation/entertainment approach.
- Uses a dynamic, multi-discipline strategy for programs and events that consider audience development, community outreach, and partnership opportunities as well as interpretive strategies.

- Devises a rubric, in coordination with the RCC team, asset managers, and other partners, for assessing and weighing popularity, social engagement, diversity, and uniqueness of a potential programming concept.
- Uses invention and artistry to contextualize the user experience within the framework of Memphis culture, while addressing the specific challenges of the downtown river locale.
- Develops a network of intermediaries in partnership institutions, community-based organizations, and others that support and enhance the mission of the RCC through programming, in-kind services, and funding.
- Promotes and maintains institutional partnerships through networking, developing shared programming opportunities, and maintaining regular communications.
- Gives direction and coordination, prepares budgets, identifies staffing needs, provides volunteer oversight, and implements logistics.
- Provides regular program reports of ongoing program related budget evaluation to the Project Manager.

Key Skills and Values:

- Extensive experience in program development, design, and execution, with proven experience in initiating and leveraging partnership opportunities from the profit and not-for-profit sectors.
- Considerable experience in developing and implementing community engagement strategies.
- Experience with marketing and communications.

Please send a resume/CV and cover letter to maria.fuhrmann@memphistn.gov