

“Activator, ACM Street Team” Job Description

Description

Smithsonian’s Anacostia Community Museum (ACM) was built on a foundation of community engagement with a tradition of telling stories that lift the voices of the lesser-heard residents of Washington D.C.

This position is a mix of several skills. An Activator is part educator, part artist and content creator, and part community connector. Activators work both inside and outside the museum. Here is what that looks like:

Creating “Street-style” Activations: (Approximately 50% of Working Hours)

Rather than limiting our interactions within our walls, we take our message to the streets of DC. We meet people where they live, work, and play.

Street Teams have traditionally been created for the purposes of promotion and marketing of a brand. The purpose of ACM’s Street Team will be slightly different. Our 2021 goal is to educate through the creation of novel and innovative experiences mostly outside the museum. Activators will perform their duties both inside and outside the museum but will retain the connection to the streets. Approximately 50% the work week will be spent on developing activations, documenting those activations through video recording on phone, developing voice-over scripts, and editing (if contractor has those skills) finished “Reels” for Instagram.

“Activators” will help to conceptualize and coordinate educational experiences and will implement these ideas with the approval and supervision of the Associate Director of Education.

Visitor Services and School Tours (Approximately 50% of Working Hours)

Inside the museum, Activators will interact with visitors during Visitor Services shifts (10:30 - 4:00pm) approximately 1-2 times per week - serving to provide a human and welcoming presence for the museum’s drop-in visitors. Because ACM does not see nearly as many visitors as larger Smithsonian museums, we seek to provide a more personal, in-depth, and neighborly experience for those who come through the doors.

Secondly, activators will serve as educators for school and adult tours of ACM’s social-justice focused exhibits. Having important and impactful conversations with young people (5th grade and up) is one of our primary focuses. People skills, understanding of best practices in teaching, and dialogue facilitation skills are particularly important in this part of the role. Please note, one of our school tours takes place in the Southwest neighborhood (near the Waterfront Metro station) and requires walking a 1-mile route in various weather conditions. The number of school tours per week varies. School tour shifts last approximately 2.5 hours.

Other Pertinent Information

- Activators may also perform other tasks to support the Education Department.
- Every Tuesday, Activators are required to attend a 2-hour in-person meeting (paid), which helps the team plan its week.
- ACM will provide on-going professional development. Topics could include, exhibit content, facilitation skills, museum security, program planning etc.
- Activators must be registered in SAM.gov to be a contractor for the federal government. It is free. Becoming registered takes an average of 10 days. The sooner you register, the sooner you start work and get paid. When registering, do not use a business name unless you actually have a legal business.

Qualities of the Candidate

- An outstanding storyteller and communicator
- Eager to entertain, surprise, enlighten, and emotionally move audiences
- A keen, empathic observer who is able to understand human needs and wants.
- Open to listening, conversing, and working with multiple perspectives and culturally diverse audiences
- Has equal passion for social justice and education
- A self-starter who brings positive energy to their work and inspires those around them
- A dynamic teacher, speaker, facilitator of dialogue, with earnest and charismatic presence.
- A creative “jack of all trades” with experience using various tools to engage audiences (for example: art, immersive theatre, game design, activism, music, poetry, digital storytelling, podcasting carpentry, etc).
- Enjoys working with older children and teens as well as adults of many backgrounds and various ability levels
- Familiar with Washington D.C. Prefer candidates who live in the District.

Skills and Experience

1. **Experience creating effective short-form videos** (i.e. TikTok/Instagram Reels) and understands best practices for audience engagement within this format.
2. **Experience as a maker/performer.** Experience implementing, performing, or creating audience experiences across a range of mediums and formats. May include museum education, formal education, activism, film-making, street art, performance, interactive games, social media campaigns, immersive theatre, set building and design, guerilla marketing, and related fields.
3. **Ability to memorize and perform a written script.**
4. **Knowledge of and Experience Teaching.** Some knowledge of learning science and pedagogy. Classroom or informal teaching experience is a plus.
5. **Content knowledge.** Some knowledge of, interest in, or personal experience with issues of equity, social justice, history of marginalized communities, gentrification, the complexities of racism, sexism, homophobia, and other types of equity issues.
6. **Willingness to work outdoors** in varying weather conditions.
7. **Hours.** Willingness to work evenings and weekends. For “front desk duty” and school tour facilitation, shifts will be scheduled two weeks in advance and are in person - usually from 10:30am - 4pm. Planning and developing activations or other programming can take place at home or on location.
8. **Physical requirements.** Minimum physical requirements include but are not limited to: Ability to stand for periods up to 4 hours; walk over uneven terrain; climb stairs; lift and carry loads of up to 50 pounds on a frequent basis and occasionally more
9. **Transportation.** Must have reliable transportation. Owning a car is a plus. (The museum provides Activators with a Metro Card for travel to activities outside the museum)
10. **Equipment.** Must have a working cell phone with video/camera capabilities. The museum will not provide this necessary equipment and will not pay for monthly cell service. Museum
11. **Bi-lingual proficiency (English and Spanish) a plus.**

Core Responsibilities

- Front Desk: Provide a welcoming and personalized experience for the museum’s drop-in visitors.

- School Tours: Facilitate dynamic and powerful School Tours related to social justice issues facing Washington D.C.
- Street Style Activations: Develop, plan, and perform “street style” Activations. (See ACM’s Instagram account for examples - @SmithsonianACM - look in the “Reels” section)
Includes:
 - Record and edit content for social media.
 - Research museum content thoroughly using scholarly standards. Accurately communicate factual information.
- Other: Assist other ACM staff in developing and implementing other innovative programming (Ex: mailed subscription boxes, street art, pervasive games, small exhibits, crafts, weekly family programming etc.). Support museum’s Education Department as assigned.
- Work with ACM staff to maintain new community relationships and nurture existing relationships – being mindful to understand past interactions between ACM and community stakeholders.
- Through every audience interaction and activity, embody the mission of ACM. Demonstrate a passion for justice, inclusivity, creativity, empathy, empowerment, collaboration, and civic engagement.

Deliverables

1. Providing Visitors Services support at the front desk of the museum AND School Tour facilitation approximately 10 hours per week – scheduled by the Associate Director of Education. Exact schedule could vary weekly from August 31 - Feb 8, 2023. Could include other duties not specified.

** Note: The museum will be closed from Sept 17 - Nov 1, 2022, so Activators will not be providing Visitor Services support during this time.*

2. Plan and perform “activations” (in the DC area) approximately 10 hours per week – scheduled by the Associate Director of Education. Exact schedule could vary weekly from August 31 - Feb 8, 2023