Statement of Work (SOW) for
Young Professionals Program Coordinator Services

February 7, 2020
National Museum of Natural History
Office of Education & Outreach, Community Programs Branch

Background
The Smithsonian’s National Museum of Natural History (NMNH), located at 10th Street and Constitution Avenue N.W. in Washington, D.C., is the most-visited natural history museum in the world. Opened in 1910, the green-domed museum on the National Mall is dedicated to maintaining and preserving the world’s most extensive collection of natural history specimens and cultural artifacts. It fosters significant scientific research and educational programs and exhibitions that present the work of its scientists to the public.

While the Museum’s Office of Education and Outreach creates public programming for a variety of audiences, our After Hours programming focuses on evening and weekend events for adult audiences. These programs range from lectures and discussions to film premieres, game nights, science cafes, and more.

Scope
Building upon the success of our After Hours programming and our science cafe pilot, the Smithsonian’s National Museum of Natural History (NMNH) seeks a full-time contractor to assist with designing programs that attract younger adult audiences, including young professionals, cultural explorers, self-professed nerds, and lovers of the natural world. The main focus of the programming will be launching a new series of ticketed 21-and-over after-hours events, tentatively entitled Third Thursdays, that opens the doors to the museum to this audience for exclusive access to music, food + drink, science talks, and activities set against the backdrop of the museum’s exhibition halls and cafes. Each month will feature a different theme, signature cocktail and activities.

The Young Professionals Program Coordinator contractor will assist NMNH staff with research, development, promotion, implementation, and evaluation of this new public program series, as well as with identifying and piloting other potential models for bringing in and engaging the local young professional audience.

Objective
To support the Museum’s continued delivery of a world-class visitor experience through the planning and implementation of public programs for younger adult audiences offered on evenings and weekends.

Tasks/Requirements
The contractor will:
• Assist in designing engaging, content-rich and innovative ideas for monthly events for guests ages 21+ that engage the Museum’s collections, research, and exhibitions
• Attend relevant meetings to brainstorm on programming ideas, review proposals, and maintain smooth lines of communication between various internal and external stakeholders
• Work with program partners as applicable, such as Nerd Nite, Smithsonian at 8, and Brightest Young Things
• Make audiovisual, security, and other arrangements with internal and external vendors
• Work with featured program participants on scheduling and program preparation
• Recruit and schedule event volunteers for support
• Develop program agendas and event memos
• Assist with public outreach and coming up with new and inventive ways to generate awareness in the local DC community
• Solicit feedback from the target (young professional) audience on program ideas and preferences
• Help create social media content (writing, photography, or videography skills are a plus)
• Attend each young professionals event and act as point-of-contact for staff, vendors, and participants
• Assist with post-event reporting

Experience/Qualifications
• Must be friendly, a self-starter, creative and able to plan and develop projects with minimal supervision
• Bring a fresh new perspective on engaging young professionals and millennial audiences through unique, quirky programming
• Interest in events planning and experience attending similar young professionals’ events with a focus on science-related or natural history-related topics
• Experience with marketing; demonstrated writing and editing skills for public-facing communications
• Able to deal professionally with staff, program partners, vendors, and public

Delivery
The contractor will produce the following types of documentation of their work to the Contracting Officer’s Technical Representative (COTR):
• Monthly reports of work completed including status of projects and any questions or concerns for the continued execution of said projects
• By the end of the sixth month of the contract a report on Third Thursday and other programs that have occurred
• By the end of the final month of the contract:
  o An updated report of Third Thursday and other programs that have occurred
  o A summary report of all work accomplished over the contract including the status of any ongoing projects
Government-Furnished Property
The contractor will use a PC furnished with Microsoft Office and the Adobe Creative Design Suite.

Place of Performance
The nature of the tasks and deliverables demands that the majority of this work will be conducted onsite at the NMNH, in a museum and office environment. No travel costs will be reimbursed.

Period of Performance
The contractor will work 40 hours per week, on a flexible schedule depending on public program dates and times. Any adjustments to the contractor’s hours will be made in advance with the COTR. The contract is for 12 months from the start date of the contract, with option to renew.