



Augusta Canal National Heritage Area

Job Description: Education Programs Manager

- **Date Prepared:** July 10, 2026
- **Reports To:** Manager, Business Operations
- **FLSA Status:** Exempt
- **Position Type:** Full-Time, Permanent

General Summary

The Education Programs Manager is responsible for developing, coordinating, and delivering the educational and interpretive programs and activities offered by the Augusta Canal National Heritage Area (ACNHA) in Augusta, Georgia. This dynamic role encompasses managerial, administrative, and front-line service delivery responsibilities.

Work is primarily performed during weekday hours, with evening and/or weekend hours required as needed. This position operates under the general supervision of the Augusta Canal Authority (ACA), the ACNHA Senior Director, and the Manager of Business Operations.

Principal Duties and Responsibilities

Administrative & Business Operations

- **Reservation Management:** Process and complete all youth/school group reservations, non-youth group rentals, and private boat charters.
- **Logistics & Planning:** Confirm, plan, organize, and staff each visiting group to ensure a seamless experience.
- **Personnel Scheduling:** Manage the master work calendar for all tourism-related staff, including the reservation desk, tour guides, Discovery Center staff, and boat captains.
- **Data & Reporting:** Track, analyze, and report on program participant metrics and other key data; prepare monthly board reports on program activities.
- **Curriculum Development:** Continually update educational curriculum to align with current state and national academic standards.
- **Program Planning:** Conceive, plan, and organize educational programs, special tours, and events from inception to completion, establishing clear processes, deadlines, and milestones.
- **Financial Management:** Prepare annual budgets for each program (including associated labor costs); track income and expenses for all programs and educational projects.
- **Invoice Processing:** Partner with the Manager of Business Operations to review invoices for accuracy and submit them for timely approval and payment.
- **Team Leadership:** Build a strong, collaborative team environment through open communication and shared decision-making. Set program goals aligned with the organization's strategic objectives.
- **Event Support:** Assist with major organizational event planning and marketing promotions.

Grant Management

- **Funding Research:** Identify new grant funding sources for educational and interpretive programs.
- **Grant Writing & Administration:** Write, apply for, and manage education-based grant projects, overseeing compliance, budgeting, and financial tracking.
- **Reporting:** Prepare accurate reports and documentation required by grantors to ensure strict regulatory compliance.

Marketing, Communication & Outreach

- **Campaign Execution:** In collaboration with the Senior Director and the ACA Marketing Committee, develop and execute marketing strategies targeting educators, students, youth groups, tourists, and community leaders.
- **School Outreach:** Identify target markets for school group visits and actively pitch to prospective teachers.
- **Curriculum Alignment:** Communicate with public and private school curriculum directors to ensure ACNHA remains on the approved field trip list for all surrounding counties.
- **Group Sales:** Promote facility rentals, special tours, and boat charters to individual and corporate groups.

Supervisory Responsibilities

- **Staff Oversight:** Hire, train, supervise, and schedule tour guides and front desk staff.
- **Performance Management:** Evaluate tour guides through ongoing observations, participant evaluations, and written feedback.
- **Evaluations:** Conduct formal performance evaluations for tour guides and assist with evaluations for boat captains and reservation desk staff.

Volunteer & Docent Coordination

- **Recruitment & Training:** Recruit, train, supervise, and schedule volunteers and docents.
- **Program Advocacy:** Identify, promote, and document opportunities for individual and group volunteerism.
- **Community Programs:** Oversee community-facing initiatives like the Adopt-A-Trail program.

Digital Media & Communications

- **Website Maintenance:** Keep all educational program information, schedules, and materials current on the organization's website.
- **Social Media Management:** Actively update ACNHA information and engage audiences across major social media platforms (Facebook, X, Instagram, YouTube, LinkedIn).
- **Public Relations:** Serve as an organizational spokesperson on TV and radio broadcasts.

Front-Line Support

- **On-Site Coordination:** Greet incoming groups, coordinate logistics (e.g., bus parking, staff staging), and actively facilitate school group programs.
- **Tour Operations:** Conduct seasonal boat tours and step in to guide tours as necessary.
- **Operations Coverage:** Cover front desk lunch breaks and staff shortages. This requires complete proficiency in point-of-sale (POS) ticket software, gift shop operations, theater/movie operations, and customer service.
- **Exhibit Maintenance:** Monitor exhibits daily to verify functionality; log and complete maintenance requests before and after school field trips.

Desired Qualifications

Education and Experience Required

- Bachelor's degree from an accredited college or university in Education, History, Public Administration, Business Administration, Marketing, or a closely related field, plus 1–2 years of progressively responsible experience in a similar role.
- (or)
- 5–8 years of related professional experience with increasing responsibility, including at least 2 years dedicated to educational programming.

Knowledge, Skills, and Core Qualities

- **Initiative & Independence:** High degree of resourcefulness; ability to generate ideas, collaborate effectively across agencies, and execute plans independently using sound judgment.
- **Communication:** Advanced written, verbal, and interpersonal communication skills; ability to represent the organization warmly and professionally.
- **Leadership:** Proven ability to build, lead, and motivate teams while remaining flexible and adaptable to shifting operational needs.
- **Organization:** Superior planning and organizational skills, featuring sharp attention to detail and accuracy.
- **Administrative Knowledge:** Proficiency in professional office protocols, phone etiquette, and filing systems.
- **Technical Proficiency:**
 - *Software:* Microsoft Office Suite (Word, Excel, Access, PowerPoint), Publisher, Adobe Illustrator, and QuickBooks POS.
 - *Digital:* Working competency managing professional social media handles.
- **Certifications:** Must possess or be able to maintain current First Aid and CPR certifications (recertification provided every 2 years).

Tools and Equipment Used

- Passenger vans and golf carts.
- Standard office equipment (personal computers, copiers, multi-line phone systems).
- Specialized educational program tools and audio-visual equipment.

Work Environment & Physical Demands

- **Setting:** Work is performed in a variety of environments, including standard indoor offices, outdoor settings across all weather types, and aboard the Petersburg Boats.
- **Schedule:** Occasional evening and weekend work is required to support special events and peak tour seasons.
- **Physical Demands:** Must be able to lift up to 40 lbs and sit or stand for prolonged periods of time.
- **Condition of Employment:** Successful completion of a required drug screening.

How to Apply

Qualified candidates should submit a resume and a tailored cover letter via email to:

bgraham@augustacanal.com

Please include **"Education Programs Manager Application"** in the subject line of your email.

The Augusta Canal National Heritage Area is an equal opportunity employer.

About Augusta Canal National Heritage Area

Designated by the U.S. Congress in 1996, the Augusta Canal National Heritage Area protects and interprets the unique story of the American South's Industrial Revolution. Built in 1845 to harness the power of the Savannah River for transportation, water supply, and manufacturing, it is the only fully intact industrial canal in the nation still in continuous operation for its original purposes.

Today, the heritage area has transformed from a 19th-century manufacturing hub into a vibrant, multi-use green space. Visitors can explore history exhibits at the Canal Discovery Center (housed inside the historic Enterprise Mill), ride guided replica cargo boats, and enjoy outdoor recreation along the canal's scenic towpath trails, which host an urban wildlife refuge teeming with local flora and fauna.

The Augusta Canal Authority

The Augusta Canal Authority is a special-purpose government agency created by the Georgia General Assembly in 1989 to serve as the official management entity for the National Heritage Area. Working in tandem with the City of Augusta (which owns the canal itself), the Authority is driven by a master plan to preserve, develop, and promote the canal as a vital natural, historical, and economic resource.

The Authority oversees day-to-day tourist and educational programming, manages the Discovery Center and the Petersburg Boat tours, and maintains the waterway's recreational access. Financed through a mix of federal appropriations, boat ticket sales, and clean hydropower revenues generated directly by the canal's waters, the Authority ensures this historic landmark remains protected and preserved for future generations.

Augusta Canal National Heritage Area

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www.AugustaCanal.com

Augusta Canal Discovery Center

<https://www.youtube.com/watch?v=IOc7tapN428>