

The Morean Arts Center seeks a Director of Advancement. This position will be a visionary team leader who will guide and manage a small Development and Marketing (Advancement) Department. Key responsibilities include leading the direction, planning, and execution of development and marketing initiatives to expand the Morean's audience and maximize revenue in support of the Morean's strategic plan. As the chief fundraiser for the Morean, and in anticipation of a future capital campaign, the Director of Advancement will partner with the Exec. Director and members of the Board and its Committees to grow total contributed income, particularly major gifts of \$100,000 and above.

PRIMARY RESPONSIBILITIES

Management and Leadership

- Collaborate with the ED and the Executive team to develop short- and long-term strategic development and marketing goals for the Morean.
- Administer all day-to-day operations of the Morean's Development and Marketing Department including Board, major, foundation, corporate and government giving; the M Circles (\$1,000+) individual giving programs, special and fundraising events, and all Morean membership levels to ensure the organization has a vibrant, ongoing stream of contributed revenue.
- Guide the Visitor Services and team to maximize earned revenue (e.g. Morean admissions) through effective marketing initiatives.
- Prepare and manage strategic marketing and development plans, ensuring that the Department adheres to long-term and operational goals and objectives; present regular progress reports to the ED and Board.
- Develop, manage and mentor the Department's small staff, empowering them to master and manage their respective areas of responsibility with accountability; provide appropriate resources, encouragement and acknowledgement of success; evaluate staff biannually or more often, as needed.
- Prepare and manage the annual Development and Marketing budgets; continually monitor all department budgets to ensure they are operating within established revenue and expense parameters.
- Contribute to the overall success of the institution as a member of the Morean's Executive Team.

Major Gifts Fundraising

- Undertake primary responsibility for major donor interaction and support the Director and the Board in all major donor and prospect contacts.
- Oversee donor cultivation events including exhibition openings, donor dinners, member tours and engagement events, and the Morean's annual fundraising events.
- Maintain a portfolio of high-level foundation and corporate relationships to support all fundraising initiatives including planned giving.
- Serve as a strategic thought-partner with the Morean ED to ensure maximum effectiveness in major gift relationships and solicitations.
- Direct the strategic use of the Altru database and other development communication tools to ensure that Development and other Morean staff utilize them for communicating donor and prospect contacts, maximizing relationships, and creating timely and accurate reports.

Marketing and Brand Management

- Design, implement, and manage a comprehensive marketing program to meet institutional needs for earned revenue and attendance targets utilizing direct mail, advertising, website, social media, e-commerce, and other forms of promotion. Oversee the design and production of the Morean's publications. Create and manage short- and medium-term marketing and public relations campaigns.
- Lead the Marketing team in the creation of a sophisticated marketing plan to solidify the Morean's brand and promote the institution as a whole.
- Understand visitor profiles to reach core audiences, and identify strategies and market placement to reach new and diverse audiences.

- Collaborate across all Morean departments, external support organizations, and Board committees to strengthen communication strategies for their distinct and diverse audiences.

Board and External Relations

- Serve as the primary Morean liaison to the Marketing and Development Committees of the Board of Trustees and as the primary point of Development contact with the Morean's Board.
- Liaise with the Board Chair, Morean Exec. Director, Development and Marketing Chairs and individual members of the Board to identify their development and networking capabilities and to help them achieve their goals.
- Represent the Morean to the community at events and conferences, as appropriate.

TRAITS AND CHARACTERISTICS

Commitment to the mission and goals of the Morean will be necessary for success in the Director of Advancement position. The successful candidate will possess a high degree of creativity, energy and initiative, as well as the capacity to inspire and motivate staff, donors, prospects, board members, and volunteers. Additionally, the Director of Advancement will create a culture of excellence throughout the Development and Marketing Department and will possess the following characteristics:

- **Leadership and Personal Accountability** – Inspires others, builds trust and demonstrates loyalty, while acknowledging his/her own responsibility to be accountable for personal actions and professional decisions. Encourages positive and creative working relationships across departments.
- **Customer Focus and Interpersonal Skills** – Maintains a commitment to the satisfaction of all stakeholders. Communicates effectively and proactively with others, treating individuals with courtesy, respect, and consideration.
- **Goal Achievement** – Sets clear, results-oriented goals that are relevant, realistic, attainable and measurable. Identifies and implements required plans and milestones to achieve specific organizational goals.

QUALIFICATIONS

8+ years of development, fundraising and marketing experience, and a demonstrable understanding of the integration of Marketing & Development. S/he will have a distinguished record of successful fundraising efforts and the proven ability to develop budgets and manage financial resources effectively. Qualified applicants will have a Bachelor's degree, advanced degree preferred. Excellent communication skills with a passion for the visual arts are essential.