

# ASHEVILLE ART MUSEUM

2 South Pack Square | 828.253.3227 | ashevilleart.org  
PO Box 1717 | Asheville, NC 28802-1717

## Director of External Affairs

*Updated 1/2021*

### Organization

Established in 1948 by artists, the Asheville Art Museum engages, enlightens, and inspires individuals and enriches community through dynamic experiences developed for all ages that interpret its Collection and exhibitions of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina, as well as visitors from around the country and the world.

### Position Description

The Museum is seeking an experienced **Director of External Affairs** to lead its continued growth as a leading cultural institution in the Southeast and WNC with national impact. This position leads the External Affairs team—comprising development and communications staff—providing Members, visitors, and supporters with unique and exciting opportunities to advance the Museum’s vision, mission, and operations in the short and long term.

This position is a member of the senior leadership team and reports to the Executive Director. This position oversees External Affairs staff, interns, and volunteers.

### Primary Responsibilities/Essential Functions (including but not limited to):

#### *Leadership/Management*

- Set overall vision and goals for External Affairs team that align with Museum mission, vision, and values. Represent departmental priorities and projects to Museum leadership, staff, and outside parties as member of senior leadership team.
- In consultation with Director of Finance & Operations and External Affairs team, lead efforts to set annual budget for department. Oversee expenditures to ensure that External Affairs department operates within approved budget including approval of purchase and check requests, acting as cardholder for departmental expenditures, etc.
- Supervise the Grants Manager, Communications Manager, Membership & Museum Events Manager, and Communication & Development Associate. Work with team members to set individual goals and direction.
- Manage regular operations of External Affairs department including recruitment, training, scheduling, leave requests, annual reviews, etc.
- Interact with arts community and civic bodies as an advocate for the arts and the Museum.

#### *Development, Communications, and Administration*

- Plan, direct, and implement innovative, high-level fundraising and advancement efforts that enable the organization to raise significant gifts and grants from new and existing prospects, donors, foundations, businesses, and government sources.
- Develop and execute the Museum’s overall development strategy to meet short-term and long-term fundraising goals, including planned giving, major gifts, and endowment campaign.

- Enhance the Museum’s major-donor cultivation, including individuals, foundations, corporate partnerships, and government relations.
- Serve as Trustee liaison and facilitate Trustee communications, meetings, committee tracking, reporting, etc.
- Enhance and grow membership program and Member stewardship.
- Play a strong leadership role integrating development considerations and efforts into all areas of the Museum, including mission-driven programs and internal/external events.
- Further the Museum’s efforts to cultivate existing audiences and to reach/engage new audiences.
- With key staff, oversee development and execution of Museum-wide integrating marketing/communications strategy. With a goal of expanding participation as well as the Museum’s brand/identity awareness, this strategy includes advertising, public relations, digital/social media efforts, as well as strategic partnerships.
- Develop and analyze data-driven research to help inform Museum-wide initiatives.
- Other duties as assigned.

#### Special Requirements & Compensation

This year round, full-time position with full benefits may, at times, require a flexible schedule to accommodate meetings, programs, events, and after-hours work including weekend and evening hours. Annual compensation includes a salary range of \$60,000 to \$63,000 depending on experience, plus paid time off, health, dental, and life insurance, and retirement benefits after required probationary period. The incumbent should have a valid driver’s license, be able to traverse the Museum, handle technology and controls, and travel regularly for meetings and Museum business.

#### Education & Experience

The ideal candidate is both an exceptional fundraiser, highly organized strategic thinker, and an energetic, enthusiastic, and tactful manager with an undergraduate degree and strong work experience in institutional development, communications, fundraising, or related field; 10+ years’ experience in fundraising, marketing, or closely related field, with progressively increased responsibility for communications and donor relations; a deadline-driven motivator; excellent writing, editing, marketing, verbal communication, and interpersonal skills including public speaking; the ability to maintain the highest standards of professional ethics and integrity; knowledge of professional standards and legal parameters regarding fundraising activities; and awareness of critical social issues and their relationship to inclusive and equitable decision-making in the arts. Graduate degree; experience with fundraising campaigns; knowledge of fundraising software systems; and experience with design, social media, and the arts are desirable. The incumbent must be flexible and able to work independently, collaboratively, and effectively in a fast-paced, creative environment.

To apply, please send complete resume, cover letter, writing sample, fundraising history, and a list of three references to [mailbox@ashevilleart.org](mailto:mailbox@ashevilleart.org) with “Director of External Affairs” in the subject line.

Duties, responsibilities, and activities may change at any time with or without notice.

Equal Employment Opportunity

The Asheville Art Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

#### Diversity, Equity, Access, and Inclusion

The Asheville Art Museum's vision is to transform lives through art, and we welcome all visitors without discrimination. The Museum acknowledges that it is situated upon the ancient, southern Appalachian ancestral homeland of the Cherokee Tribe and that this region is still the home of the Eastern Band of Cherokee Indians today. The Asheville Art Museum is committed to being an active leader against racism. We uphold anti-oppressive and equitable practices, while striving to create opportunities for education and action to build a stronger community. The Asheville Art Museum is dedicated to advancing diversity, equity, access, and inclusion—now and in the future. The Museum is moving with awareness and commitment, through assessment, training and engagement, to implementation and accountability.