

ASHEVILLE ART MUSEUM

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

Director of External Affairs

Updated 2/7/2020

Organization

The Asheville Art Museum, established by artists in 1948, engages, enlightens, and inspires individuals through exhibitions and programs developed for all ages that interpret its Collection 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.

The Museum is dedicated to creating a dynamic environment that stimulates learning, promotes understanding, and inspires personal connections amongst visitors and with art. Now in its seventh decade, the Museum has recently reopened in its new 54,000 square foot facility. The Museum's Collection includes 5600+ objects from the 19th century to the present day, including artworks of great quality and depth in all media from across the United States with particular strengths in material with connections to the Southeast. The yearly pace in the new Museum will be lively with regularly rotating changing exhibitions in nine galleries, and regular rotations in the 10 galleries dedicated to the Museum's Collection. In 2018–2019, the Museum served 259,032 participants, including 72,651 children, through onsite and offsite educational programs and exhibitions. We provided approximately 23,670 contact hours of otherwise unavailable arts education and engagement through more than 498 high-impact programs,

Position Description

The Museum is seeking an experienced director of external affairs to lead its continued expansion as a leading cultural institution in WNC with national impact. This position provides a unique opportunity to work at a premier cultural institution as it begins its work in new facilities, alongside the Museum's board of trustees, donors, volunteers, and staff to strengthen the organization for the future.

Primary Responsibilities/Essential Functions

This senior-level management position reports to the executive director. The director of external affairs will lead the Museum's development and marketing/communications departments and will play a critical role within the institution's leadership team as the Museum enters its next phase of growth and further positions itself for long-term success.

The successful candidate will:

- Lead, motivate, and supervise a team that assists in achieving the Museum's overall goals and objectives.
- Plan and direct innovative, high-level fundraising efforts that enable the organization to raise significant gifts from new and existing prospects/donors.
- Develop and execute the Museum's overall development strategy to meet short-term and long-term fundraising goals, including planned giving and major gifts.
- Enhance the Museum's major-donor cultivation, including individuals, foundations, corporate partnerships, and government relations.
- Play a major role in trustee relations and stewardship.
- 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 marketing plan. With a goal of expanding participation as well as the Museum's brand/identity awareness, the integrated marketing/communications 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.
- Work closely with CFO and External Affairs staff to create, review, and monitor financial budgets.

Skills & Attributes

The Museum is seeking an exceptional leader who will contribute to the overall strength and future impact of the institution. Applicants should have at minimum an undergraduate degree and 10+ years of relevant experience, at least 5 years of which in a managerial role. The ideal candidate will possess:

- Background in institutional development at various levels, proven fundraising record, and capacity to formulate both traditional and entrepreneurial strategies that support exhibitions, operations and projects, including annual fund, major gifts, planned giving, corporate/government/individual sponsorships, grant-writing and management, with a demonstrable ability to cultivate successful and long-term relationships
- Experience with endowment campaigns
- Experience in developing and managing budgets.
- Experience working successfully and collaboratively with trustees, volunteers, senior management, and professional colleagues.
- Demonstrated ability to select, train, motivate, and inspire staff, while holding them accountable for their performance
- Demonstrated ability to direct and execute effective strategies and tactics for marketing, social and traditional media, and public relations.
- Successful record of achievement soliciting major gifts, building and cultivating relationships, and utilizing a strong network of contacts.
- Excellent interpersonal, verbal, and written communications skills, including grant-writing, public speaking, and the ability to build consensus across internal and external constituents.
- Highly organized strategic thinker. Experience in establishing clear direction, operating against objectives, and meeting deadlines.
- Strong management skills. Experience in both leading teams and in working collaboratively as part of a team.
- Interest and experience in arts and culture.
- Energetic and enthusiastic leader, comfortable with both the creative elements and technical components of the role.
- High level of comfort managing personalities with patience and a sense of humor.
- Knowledge of professional standards and legal parameters regarding fundraising activities.
- Knowledge of fundraising software systems.

Salary & Benefits

The Director of External Affairs is a year-round, full-time position. The Museum offers a competitive salary and benefits including paid-time-off, health and dental insurance package, and retirement option with organization matching. This position's normal schedule is Monday–Friday; with some evening or weekend events or meetings. The incumbent should have a valid driver's license and be able to lift items up to 30 pounds, handle tools or controls, use close vision, tolerate moderate noise levels, and travel regularly for meetings or Museum business.

To apply no later than 4/4/2020 please send complete resume, cover letter, writing sample, fundraising history, salary history/requirements, and a list of three references to 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.