

ASHEVILLE ART MUSEUM

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

Head of Institutional Giving

March 2024

Organization

The Asheville Art Museum, established in 1948 by artists, 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 region, as well as visitors from around the country and the world.

Position Description

The **Head of Institutional Giving** shapes and implements the Museum's fundraising strategies and activities in partnership with the Executive Director. This position leads Trustee, major gift, endowment, and planned giving programs and provides fundraising support to the External Affairs Department including the Grants Manager, Communications Manager, Membership & Museum Events Manager, and Development & Events Associate. This position reports to the Executive Director and supervises the Grants Manager and Membership & Museum Events Manager.

Primary Responsibilities/ Essential Functions

- Establishes fundraising objectives that support the Museum's Vision and Mission.
- Creates and implements annual fundraising and personalized engagement plan that includes metrics for contributed income and donor participation in collaboration with the Executive Director and senior leadership,
- Advances major endowment campaign currently underway, establishes timelines, and identifies, researches, and solicits individual, government, and foundation prospects.
- Develops formal planned giving program including structure, timeline, documents, and regulations.
- Works with staff and Trustees to identify, cultivate, and steward major gift donors; tracks donor contracts, gift solicitations, assignments, and funding process.
- Maintains accurate donor data and processes regular reports for Trustees and senior leadership.
- Ensures special requests are recorded and accomplished.
- Develops and manages committees and related staff; develops and implements specialized, creative, advancement events and campaigns.
- Works closely with Executive Director to evaluate previous campaign donors and works to convert to annual giving utilizing major gifts, annual campaigns, endowment campaigns, capital campaigns, and planned giving methods.
- Researches and analyzes major gift prospects and donors; manages and solicits a portfolio of prospects and donors; creates personalized engagement, stewardship, and giving plans for current and prospective donors.
- Invests necessary time and energy into building relationships with donors to understand donor goals and align with Museum's Mission and Vision.

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- Offers strategy council to the Executive Director, Trustees, and committee members including preparation of donor profiles, talking points, and presentation materials. Assists with solicitations.
- Builds relationships with financial planners, trusts, and estate professionals to disperse Museum information and giving opportunities with their clients.
- Reviews and revises communication materials, donor benefits, giving systems, and tools.
- Evaluates and participates in development of capital campaign to support off-site art storage facility.
- Advocates for art philanthropy and stays abreast of gift planning and current tax laws and provides training to staff and Trustees on planned gift vehicles and solicitation strategies.
- Regularly reports on metrics involving major gift giving.
- Mentors, collaborates, and provides support to External Affairs staff on corporate membership and sponsorship solicitations.
- Interacts with the arts community and civic bodies as an advocate for the arts and the Museum.
- Performs other duties as assigned.

Special Requirements & Compensation

This year round, full-time position is eligible for full benefits and requires some after-hours participation in Museum events, exhibitions, openings, lectures, etc. Annual compensation includes a salary range of \$64,000 - \$70,000 depending on experience plus paid time off, health insurance, and retirement benefits after required probationary period. The incumbent should be authorized to work in the United States, be able to navigate the Museum's building and grounds, and travel periodically for meetings or Museum business.

Education/ Experience

The ideal candidate will have 5+ years' experience in institutional giving including demonstrated track record of identifying and engaging donors in creative and impactful ways; be a flexible leader and astute manager with a collaborative spirit; strong research, writing, and editing ability; intimate understanding of traditional and emerging fundraising strategies and goals; and an interest in building authentic and trusting relationships with donors. Excellent verbal communication and interpersonal skills including public speaking highly desirable. The incumbent must be able to work independently, collaboratively, and effectively in a fast-paced, creative environment.

To apply, please send resume and cover letter to careers@ashevilleart.org with "Head of Institutional Giving" and your name in the subject line.

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.

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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.