

ASHEVILLE ART MUSEUM

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

Leadership & Major Gifts Manager

Updated March 2023

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 **Leadership & Major Gifts Manager** shapes and implements the Museum's development strategies and activities in partnership with the Executive Director. This position leads Trustee, major gift, endowment, and planned giving programs and provides management and fundraising support to the External Affairs Department including the Grants Manager, Communications Manager, Membership & Museum Events Manager, and External Affairs Associate. This position works closely with the senior leadership team and reports to the Executive Director.

Primary Responsibilities/ Essential Functions

- Establishes fundraising objectives that support the Museum's Vision and Mission.
- Create and implement annual fundraising and personalized engagement plan that includes metrics for contributed income and donor participation in collaboration with the Executive Director and senior leadership,
- Advance major endowment campaign currently underway, establish timelines, and identify, research, and solicit individual, government, and foundation prospects.
- Develop formal planned giving program including structure, timeline, documents, and regulations.
- Work with staff and Trustees to identify, cultivate, and steward major gift donors; track donor contracts, gift solicitations, assignments, and funding process.
- Maintain accurate donor data and process regular reports for Trustee and senior leadership.
- Ensure special requests are recorded and accomplished.
- Develop and manage committees and related staff; develop and implement specialized, creative, advancement events and campaigns.
- Work closely with Executive Director to evaluate previous campaign donors and work to convert to annual giving utilizing major gifts, annual campaigns, endowment campaigns, capital campaign, and planned giving methods.
- Research and analyze major gift prospects and donors; manage and solicit a portfolio of prospects and donors; create personalized engagement, stewardship, and giving plans for current and prospective donors.
- Invest 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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- Offer strategy council to the Executive Director, Trustees, and committee members including preparation of donor profiles, talking points, and presentation materials. Assist with solicitations.
- Build relationships with financial planners, trusts, and estate professionals to disperse Museum information and giving opportunities with their clients.
- Review and revise communication materials, donor benefits, giving systems, and tools.
- Evaluate and participate in development of capital campaign to support off-site art storage facility.
- Advocate for art philanthropy and stay abreast of gift planning and current tax laws and provide training to staff and Trustees on planned gift vehicles and solicitation strategies.
- Regularly report on metrics involving major gift giving.
- Collaborate with External Affairs staff on corporate membership and sponsorship solicitations.
- Collaborate with, mentor, and provide support to External Affairs team members and other staff.
- Interact with the arts community and civic bodies as an advocate for the arts and the Museum.
- 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 arrange of \$60,000 - \$65,000 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 "Leadership & Major Gifts Manager" 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,

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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.