Vice President of Advancement

The Springfield Museums is seeking a highly effective leader with proven fundraising success and professionalism for its Vice President of Advancement. Located in the heart of downtown Springfield, MA, the Springfield Museums, an affiliate of Smithsonian, is comprised of five world-class museums including the Amazing World of Dr. Seuss Museum, the George Walter Vincent Smith Art Museum, the Michele and Donald D’Amour Museum of Fine Arts, the Lyman and Merrie Wood Museum of Springfield History, the Springfield Science Museum, and the Dr. Seuss National Memorial Sculpture Garden. The VP of Advancement, reporting directly to the Museums President/CEO, will be responsible for developing, designing, and directing philanthropic initiatives and programs to achieve annual fundraising goals and secure major gifts in support of the Museums.

The VP of Advancement will lead the Development, Marketing and Communications team as well as overseeing the design, implementation, and monitoring of both marketing strategies and their implementations. The VP of Advancement will also ensure that all strategic initiatives align with organizational goals and Museums brand. The VP of Advancement will be responsible for ensuring effective, cohesive, measurable marketing and social media plans to achieve targeted goals and audience building.

The VP of Advancement will be a passionate and knowledgeable advocate for racially equitable access to the Springfield Museums and all that it has to offer.

Essential functions of the position include but are not limited to the following:

Leadership

- Serves as a member of the Springfield Museums’ Senior Management team. Actively participate in the shaping and realizing of the organization’s mission, goals, objectives, policies, and practices. Provides innovative, visionary, and strategic operational planning and leadership for the Museums’ philanthropic and marketing activities.
- Reports regularly on philanthropy and marketing and communications activities to the Board of Trustees, the Board’s Advancement Committee, and Marketing and Communications Committee
- In collaboration with the President/CEO, engage the Museums’ Board of Trustees, Advancement Committee, and Marketing and Communications Committee to help meet yearly fundraising and marketing outreach goals.
- Oversee the promotion of the Museums to local, regional, national, and international audiences to gain recognition and funding opportunities and support.
- Facilitate communication and collaboration between the Development, Marketing and Communications departments, and other departments of the Museums.
- Regularly evaluate Advancement and marketing and communications operations, monitoring quality and cost effectiveness. Regularly meet with staff and committee members to identify and introduce improvements to enhance existing programs and services to meet agreed upon goals.
Fundraising and Stewardship

- Plan and initiate fundraising strategies; set campaign goals; plan and implement all campaigns or similar efforts for capital improvements, operating support, special exhibitions, programs, or projects including identification and solicitation of prospects, organizations, volunteers, and campaign leadership; design and preparation of fund-raising materials; and all related support activities to insure successful attainment of goals.
- Manage a comprehensive Advancement program encompassing membership, admissions, special events, sponsorships, annual and capital campaigns, and planned giving. Additionally, set annual goals for each of the key areas.
- Collaborate and support the Director of Development and the Major Gifts Officer, identify, cultivate, and successfully solicit major gifts from a diverse group of individuals, corporations, and foundations. Ensure high-quality and appropriate stewardship of donors.
- Oversee an annual fund management plan. In collaboration with the Director of Development and the Major Gift Officer, grow a portfolio of donors and prospects at all levels. Engage Trustees and Advancement Committee members to participate in this process.
- Ensure the Director of Development implements procedures related to planned giving, grant proposals, prospect identification, donor relations, stewardship activities, special projects, memberships, special events, and event rentals.
- Train, mentor, and support the Museums’ Trustees and Advancement Committee members with their donors, prospect engagement activities, and their personal giving.
- Ensure that the Director of Development oversees an effective museum membership program and develops an ongoing plan to increase membership at all levels and creates attractive benefits and programming portfolios.
- Provide periodic reports to the President/CEO, CFO, members of the Board of Trustees, and the Advancement Committee regarding fundraising goals, progress, accomplishments, and initiatives.
- Obtain periodic updates from the Director of Development regarding prospect management, solicitation, tracking, and projections derived from the Museums’ software (Blackbaud’s Altru) and other data generating methods. As necessary, support the Director of Development in generating prospect, performance, and projection reports.

The following will be expected when the Museums embark on a Capital Campaign.

Capital Campaign

- Provide direct support, coordination, and management of the Museums’ Capital Campaign in partnership with the President/CEO, Director of Development, and Advancement Committee members; serve as the staff liaison to the Museums’ Capital Campaign Committee.
- Collaborate with the Director of Development and the Advancement Committee members to identify prospects that have the financial capacity, demonstrated interest, and social capital in advancing mission-related areas of the Museums.
- Plan, develop, coordinate, direct, and manage all marketing and communications, and special events related to the Museums’ Capital Campaign.
- Coordinate the implementation of the capital gifts solicitation plan including related naming opportunities, donor recognition, acknowledgements, and marketing materials.
- Lead and coordinate ongoing donor relations and communications related to the Campaign in partnership with the President/CEO, Director of Development and Campaign Committee members.
Marketing and Communications

- Oversee the Museums’ communications, serving as a spokesperson for the Museums as needed, and representing the Museums at various public functions and speaking engagements.
- Develop contacts with local, state, and national agencies, corporations, and community groups to enhance marketing and philanthropic efforts.
- Oversee marketing and communications implementation, and execution of branding, marketing plans and strategies.
- Engage department staff and other Museum employees to enhance the Museums’ visibility and opportunities to develop and attract new visitors and members through consistent and appropriate use of marketing materials, social media, publications, and other outreach.
- Maintain oversight of the marketing budget and management of media and marketing-related vendor relationships.
- Ensure marketing staff arrange for media coverage for exhibitions and events as well as for those that attract specialized interest groups (e.g. antique cars, motorcycles, astronomy, and other disciplines represented by the Museums).
- Through review and analysis ensure that the marketing and communication initiatives including the Museums’ quarterly publication, mailings, website, email marketing, and social media platforms grow to support the needs of the Museums and meet the annual marketing and communications goals.
- Evaluate the Museums’ facilities rental program and opportunities in alignment with the Museums’ mission, and make recommendations for most efficient operations and pathways forward. If the Museums decide to offer a facilities rental program, ensure that related policies and procedures are being adhered to by staff, the renter, caterers, and outside contractors.

Planning and Management

- In adherence to the Museums’ Strategic Plan, develop, monitor, maintain, and adapt as necessary, annual fundraising and marketing and communications operating plans that will achieve the departments’ goals and objectives. Actively engage appropriate Museums’ staff in planning and implementing the plan.
- Ensure that planned expenditures for operations and capital purposes fit within available funding. Monitor approved budgets to realize program objectives in an effective and timely manner.
- Through ongoing communication with, and updates from, the Director of Development ensure the following:
  - Grants, prospect management, financial projections, membership, data management, Museums events, and event rentals are being performed efficiently and that they are achieving the Museums’ annual goals and expectations.
- Through ongoing communication with and updates from the Design and Website Manager ensure the following:
  - The website is current and contains information regarding all exhibitions, programs, membership opportunities, etc. and that all content is consistent with the Museums’ brand.
  - All mailings and other marketing materials are timely and reaching our desired audiences.
  - Plans are developed and implemented to grow use of the Museums’ website and social media to meet annual goals.
- Through ongoing communication with and updates from the Welcome Center Manager/Group Tours Coordinator ensure the following:
• Optimal visitor service is provided, all individuals are welcomed in a courteous and inviting fashion. Information is provided, questions and concerns are addressed, and visitor guidelines are enforced.
• The Museums are promoted and membership information is provided.
• Collection of statistical data occurs relating to ticketed admissions and visitor demographics.
• Keep abreast of trends and significant advances through professional associations, publications, seminars, and other pathways.

Qualifications

• A Bachelor’s degree is required; an advanced degree is desirable.
• A minimum of five years in a leadership position in philanthropy including supervisory experience.
• A skilled leader who can provide a strategic vision for the combined initiatives of branding, marketing and communications, and an integrated plan for philanthropy that provides clear and defined goals.
• Employment in a nonprofit organization, such as a cultural or educational institution is desirable, experience working within a museum is preferred.
• A working knowledge of all areas within fundraising including capital campaigns, major gifts, annual giving, membership, corporate and foundation giving, planned giving, and prospect research.
• Knowledge and demonstrated proficiency with a donor database; knowledge of Blackbaud’s Altru is highly desirable.
• Proficiency in setting goals, analyzing data, and evaluating and communicating success.
• Excellent written and oral communication skills in the English language, with the ability to plan and execute strategic communications to advance philanthropic and marketing initiatives and build a community of stakeholders.
• Outstanding editing and proofreading skills with the ability to coordinate the release of all materials and publications.
• Exceptional planning and organizational skills, and attention to detail are necessary. Must be results oriented with the ability to set and meet deadlines. The ability to construct, articulate, implement, and evaluate written fundraising and marketing and communications plans as well as budgets.
• Commitment to a mission-based organization, community engagement, diversity, and a history of working effectively with all people irrespective of their economic status, ethnicity, gender, educational level, or sexual orientation.

Benefits Include:

• Healthcare: medical, dental, vision
• 100 % employer paid Group Term Life Insurance
• Long and Short Term Disability Insurance
• Voluntary Life Insurance
• Flexible Spending Account (FSA)
• Generous paid time off
• Retirement plan 401(k)
• Free parking
• Family Membership to the Springfield Museums
Generous discounts for Museum School courses
Museum Store discount

Interested candidates should submit their letter of application by August 25, 2024, to: mpavao@springfieldmuseums.org.

The Springfield Museums are an equal opportunity employer. We are committed to diversity and building an inclusive environment for people of all backgrounds and ages. All qualified candidates will be considered without regard to race, sex, sexual orientation, gender identity, religion, disability status or any other protected area. We especially encourage members of traditionally underrepresented communities to apply.