



Job Title: Director of Institutional Advancement

Description: As the Commonwealth’s only accredited contemporary art museum, the Virginia Museum of Contemporary Art (Virginia MOCA) is a non-collecting museum where neighbors, strangers, students, families, communities, and cultures are invited to explore our shared humanity, through contemporary art that is exceptional—in all its timeliness, restlessness and beauty. We strive to present exhibitions that are locally relevant and nationally resonant. Grounded in the community, Virginia MOCA welcomes all audiences and employs a smart, creative, and diverse workforce. The museum encourages strategic risk, thinking outside the box and stepping out of comfort zones. We value an entrepreneurial spirit in our work culture, supporting an enterprising staff that anticipates and reacts nimbly to change, while embracing new opportunities and challenges. Success of the individual directly impacts success of the institution.

At a time of significant growth in visitorship and philanthropic support, Virginia MOCA is seeking to hire a Director of Institutional Advancement, responsible for the design and implementation of a strategic and growing fundraising program, currently \$2.5M+ annually, from individuals, corporations, foundations, and the City of Virginia Beach, which will maximize the museum’s ability to realize the museum’s ambitious vision.

The Director of Institutional Advancement is a key member of the senior leadership team and reports to the Director & CEO. The position not only works closely with the Director & CEO, but also with museum senior leadership and the Board of Trustees to identify funding priorities and to develop, implement and manage a plan of action for cultivating and soliciting principal and major gifts from current and prospective donors. He/she/they is responsible for developing strategies to enhance Virginia MOCA’s ongoing stewardship program in recognition of the support the museum receives.

As a member of the senior management team, the Director of Institutional Advancement is expected to work collaboratively on institutional initiatives. He/she/they will support the overall museum objectives including program development, branding, audience development, earned income generation, budget balancing, exhibition planning and the visitor and member experiences.

Type: Salaried Full-Time

Classification: Exempt

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Compensation: \$100,000

Hours/Schedule:

- Monday – Friday
- Occasional weekend and evening work.
- Host or staff museum events on occasion as needed.

Travel:

- Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Department: Institutional Advancement

Reports To: Director & CEO

Supervises:

- Senior Development Officer (open)
- Annual Giving Officer
- Database Coordinator
- Grants writers (contract)

Education Level: Bachelor's Degree or the equivalent

Years of Experience: 8+ years

Licenses/Certifications:

- Valid driver's license and insurance
- In possession of or working towards CFRE certification

Responsibilities / Duties: Management/Strategy

- Serve as senior staff member, participating in and contributing to executive level planning and strategy.
- Develop and implement comprehensive fundraising strategy to generate a minimum of \$2.5 million in contributed revenue annually.
- Provide expertise, leadership and direction in all aspects of fundraising to the Institutional Advancement team and the Development Committee of the Board of Trustees.
- Provide guidance and mentoring to the Institutional Advancement team.
- Produce regular analysis of fundraising efforts vs. performance goals.
- Attend and participate in meetings of the Board of Trustees.
- Oversee the hiring, firing and administration of department employees.

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Individual Giving

- Lead the development and active solicitation of major gift prospects in consultation with the Director & CEO.
- Devise and implement an individual giving plan. Create and manage action plans and guide overall strategy, including membership.
- Ensure regular contact and stewardship of donors utilizing moves management best practices, tracking correspondence and “moves” as appropriate.
- Oversee and manage all donor mailings, appeals, and regular communications for timeliness and accuracy.
- Progress development of a planned giving program.

Corporate Support

- Supervise growth strategy for corporate and organizational partnerships.
- Build a vibrant partnership "pipeline," targeting entities capable of long-term and significant financial support.
- Develop strategic business cases, including preparing proposals and “pitch decks” and lead presentations to potential partners.
- Work closely with existing partners to identify and cultivate new, mutually beneficial opportunities for collaboration.
- Maintain a personal presence and relationships in the business community and help establish a stronger Virginia MOCA presence to increase awareness and elevate stature.
- Conduct evaluation of all partnerships to ensure sponsor satisfaction and organizational goals.

Events

- Oversee the identification and solicitation of various levels of sponsorship for museum events.
- Provide on-site support for all development-related events, including donor cultivation receptions, openings, etc.
- Insure proper recognition of sponsors and major partners.

Foundation/Government Support

- Work with Virginia MOCA departments and grant writer to identify and execute new grant opportunities.
- Direct and manage the research, preparation and submission of project grants and reports.

Other:

- Ensure integrity and currency of donor records in Neon donor database.
- Maintain a working knowledge of and adherence to standards of the American Association of Museums and the Association of Fundraising Professionals

**Requirements/
Skills/Professional
Characteristics:**

- Minimum 7 years senior-level development experience.
 - Senior-level management and leadership responsibility in a museum or related institution that is known for quality and excellence.
 - Demonstrated track record as a relationship builder and successful fundraiser of principal and major gifts.
 - Experience in overseeing and executing successful planned giving and grant writing programs.
 - Ability to work evenings and weekends to accommodate cultivation and other events.
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- Demonstrated ability to forge mutually respectful, trusting, and effective relationships with a diverse group of board members, community leaders and decision makers.
 - Effective experience working with a board to build public support.
 - Demonstrated success managing people and operations with a proven ability to attract, motivate, professionalize, mentor and retain talented staff.
 - Track record as a team builder who can delegate and empower while creating a positive and effective work environment.
 - Demonstrated ability to plan and operate strategically.
 - Superior written and verbal communication skills.
 - Comfortable and up to date with current technology.
 - A passionate advocate for the arts, personally and professionally committed to Virginia MOCA's mission, objectives, and programs.
 - A persuasive and articulate communicator who can connect with a broad spectrum of people in a meaningful way.
 - Able to energize and engage potential supporters.
 - Emotionally mature, with a sense of humor to maintain balance and perspective.
 - Fluency in English: speaking, reading, and writing.
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Education Requirements (Field of Study): Bachelor's Degree required; CFRE strongly preferred.

- Physical Demands:**
- While performing the duties of this job, the employee is regularly required to talk and hear.
 - The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
 - Requires the ability to occasionally lift office products and supplies up to 20 pounds.
 - Requires full COVID vaccination.
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Work Conditions:

- This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Interested parties should send a resume and cover letter to careers@virginiamoca.org. The position will remain open until filled.