



Greenville Museum of Art (GMA) Job Description

Director of Development

Based in Greenville, North Carolina, the Greenville Museum of Art (GMA) is hiring a new Director of Development to take the helm of the organization's development efforts and ensure the GMA has the financial capacity to meet its core mission and evolving goals.

Generally:

Reporting directly to the Executive Director, the Director of Development is responsible for planning, developing, organizing, and directing all Greenville Museum of Art (GMA) fundraising. This responsibility includes major gifts programs, planned giving, special events, and capital campaigns (depending on size and scope of said capital campaign). Above all, the Director of Development is charged with developing and executing a financial plan that ensures the GMA continues to meet its core mission and evolving goals. The Director of Development is a leading role, working closely with the Board, Executive Director, and other staff to develop and articulate the strategic direction of the Museum, and to implement the resulting strategies and initiatives.

Supervision:

Serving at the pleasure of the Board of Trustees, the Director of Development is under the supervision and direction of the Greenville Museum of Art's (GMA's) Executive Director. The Executive Director supervises all full-time and part-time staff.

Description of Responsibilities/Essential Functions:

The following list is illustrative and is not intended to describe every function that may be performed on this job. The omission of specific statements does not preclude the Board of Trustees and/or Executive Director from assigning specific duties not listed, if such duties are a logical assignment to the position.

1. Annual Operational Fundraising for the Greenville Museum of Art (GMA)

- Oversee accounting of all annual fundraising activities and events, in conjunction with Executive Director.
- Working with metrics determined by the Executive Director, expand the overall number of donors to GMA annually through gifts and membership.
- Design and implement a dynamic calendar of annual events that meets the needs of a diverse community, supports the annual budget, and strives to grow at a percentage determined at the beginning of the year by the Board of Trustees and the Executive Director.
- Generate sponsorships to support 100% of the exhibition calendar created by the Exhibitions Committee and adopted by Board of Trustees in conjunction with Assistant Curator and Executive Director
- Oversee all gift receipts and acknowledgements that go toward supporting the annual budget and long-term financial health

2. Membership Growth and Volunteer Recruitment

- Working with metrics determined by the Executive Director prior to the beginning of every fiscal year, retain and grow the general membership of GMA, and increase the overall revenue from membership every year as well.
- Work with Executive Director and other Museum staff to maintain a detailed membership database for ongoing GMA use.

2. Membership Growth and Volunteer Recruitment (Continued)

- Expand pool of reliable Museum volunteers every year through expanded outreach efforts and volunteer recruitment events.
- Working with other staff, ensure all volunteers are effectively integrated into GMA plans and procedures through training.

3. Marketing

- Oversees the creation and execution of overall marketing and public relations strategies for the Museum, including all social media platforms, local and regional media, to secure coverage of the Museum's exhibitions, collections, public programs, fundraising activities, and other initiatives.
- Assists with copywriting for press releases, marketing materials, and other forms of media outreach, as assigned.
- Serves as Museum spokesperson, in conjunction with Executive Director, for TV appearances, radio interviews, etc.
- Works with tourism and hospitality partners, as well as key arts and business organizations to promote the museum as a cultural destination.
- Assists with brand enforcement, ensuring consistency of design and messaging for all marketing campaigns and communications.

4. Long-term Planning for the GMA

- Oversee accounting of long-term fundraising and endowment giving efforts, in conjunction with Executive Director to ensure long-term solvency.
- Working with Executive Director, secure grants to support all of GMA's long-term accounts.

Qualifications:

- Graduation from an accredited college or university. Attainment of an applicable advanced degree (Public Administration, Finance, etc.) or other commensurate degree is ideal, but not required.
- A minimum of three years progressive, professional experience in a relevant field/profession, including at least two years with some degree of supervisory responsibility.
- Excellent communications, including writing, and interpersonal skills.
- Strong organizational skills, with the ability to prioritize and handle multiple projects at once.
- Strong ethics, with the aptitude to manage confidential data responsibly.
- Familiarity with any and all computer software related to development.
- Strong understanding of multiple social media platforms used to disseminate information.

Compensation:

Salary is commensurate with experience.

To Apply:

Interested candidates should electronically submit a cover letter, updated resume, and three professional references to info@gmoa.org. Incomplete applications will not be considered.

The Greenville Museum of Art (GMA) is an Equal Opportunity Employer.