



VICE PRESIDENT OF MARKETING & DEVELOPMENT POSITION DESCRIPTION

EFFECTIVE DATE: <u>09/26/19</u>	REPORTS TO: <u>President & CEO</u>
DIVISION: <u>Institutional Advancement</u>	SUPERVISES: <u>4 FTE's</u>
DEPARTMENT: <u>Development</u>	BENEFITS: <u>Eligible</u>
FLSA CLASS: <u>Exempt</u>	DRIVING CLASS: <u>Required</u>
FTE STATUS: <u>1.0 (Full-time)</u>	

GENERAL SUMMARY:

The Vice President of Marketing & Development provides leadership, direction and coordination for the Institutional Advancement Division and leads America's Car Museum's (ACM) efforts to broaden the organization's ongoing base of private, philanthropic and government support. The purpose of the IA Division is to communicate the mission of the Museum, build relationships with constituents who can further the organization's mission, and engage constituents in financial support of the Museum to sustain it. As Division head, the Vice President leads the assessment, planning, implementation, and oversight of the Development, Marketing and Communications, and the Sales and Events departments. The VP of Marketing & Development develops strategies to broaden the awareness of ACM and manage initiatives to increase financial support. In addition to overseeing Institutional Advancement, the VP is responsible to personally identify, cultivate, solicit and steward existing and new major corporate, foundation, and individual donor prospects and thereby raise substantial monetary donations and contribute to ACM's overall mission.

This position reports to the President & CEO and performs a majority of work independently while exercising professionally sound judgment and discretion. Responsibilities include, but are not limited to: Fundraising including major gift cultivation and procurement; Stewarding donors; Oversight of member relations and membership growth; Strategic planning; Budget development and oversight; Program development and implementation; Public presentations; Preparing reports for the CEO and Board; Providing supervision and general oversight to the Development, Marketing & Communications, and the Sales & Events Departments; Overseeing CRM administration and utilization; Oversight of Grants procurement and administration and, Promoting ACM and its diverse initiatives.

The incumbent to this position must be a seasoned development professional with a profound understanding of the full constellation of development, marketing and other Advancement activities, a strong work ethic, and the ability to articulate the mission of the organization to varied constituencies. The incumbent must also have Capital Campaign experience, strong supervisory experience including professional leadership and communication skills, and a history of successful fundraising, major donor cultivation, budgeting, and financial management. This position requires strategic planning and discretion to make decisions in support of the organization's objectives and development goals and an ability to work independently to fulfill the responsibilities described herein, while maintaining a team-oriented approach and attitude.

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This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. The requisites described within this position description are representative, but not all-inclusive, of the knowledge, skills, and abilities required for this position. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Generate funds to strengthen the financial resources of ACM and build a sustainable fundraising program;
2. Ensure that donors and prospective donors are informed about the mission, needs, and gift opportunities at ACM and steward major gift prospects and benefactors to procure long-term, regular financial support;
3. Create and execute development plans that utilize best practices in individual membership, major gift and planned giving programs, and corporate sponsorships and foundation relations to meet fundraising goals and institutional objectives;
4. Serve as a strategist to the President & CEO and to the Board for the development of short and long-term strategies and tactics for successful communications, development, marketing and event sales programs;
5. Build, oversee, and maintain a high-performing Institutional Advancement Division that is responsive, delivers on goals, and accomplishes the museum's Advancement objectives—particularly Development objectives;
6. Provide leadership and strategically manage ACM's Institutional Advancement Division: Marketing & Communications and Development Departments to ensure the mission, vision, and achievements of ACM are communicated in a unified public voice.

MAJOR RESPONSIBILITIES:

1. Shepherding prospective benefactors through the major gift process, inviting the gift, closing the solicitation, thanking, recognizing, and reporting;
2. Establishing and maintaining a dynamic portfolio of major gift prospects in all phases of qualification, cultivation, solicitation, and stewardship;
3. Cultivating and securing members, donors, corporate sponsorships, and grants;
4. Overseeing the entire donor stewardship process from membership through major gifts;
5. Raising unrestricted and restricted funds to support the organization and build the endowment fund;
6. Overseeing and providing leadership for the Development and Marketing & Communications, Departments, while directing, coaching, evaluating, and inspiring staff toward accountable, goal-oriented outcomes that are in alignment with ACM's mission and vision;
7. Creating and executing campaign initiatives in conjunction with the President & CEO and Board;
8. Overseeing CRM administration and utilization;
9. Overseeing effective internal and external messaging and methods of communication through the Marketing & Communications Manager.

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QUALIFICATIONS:

The incumbent for this position must possess a Bachelor's degree (Masters preferred) in Business Administration, Finance, Public Relations, Marketing, Communications, or Nonprofit Management and 5-years of relevant fundraising and business leadership experience. Other degrees may be considered based on relevance. The incumbent must have experience in managing and leading capital campaigns and a successful fundraising track record. Prior development leadership in a large non-profit or educational institution is a plus. An innovative and creative approach to fundraising strategy, familiarity with and success in overseeing grant development and post award reporting, strong major gift experience both with individuals and with corporate donors, and a proven track record in developing successful events is highly desired.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A valid driver license with the ability to drive a personal vehicle for business purposes;
3. The understanding of financial, legal, and income tax implications of charitable giving;
4. The insight and judgment to recruit and retain talented, high-performance staff;
5. Acumen of non-profit management and board leadership;
6. Effective project management skills, attention to detail, and ability to drive projects toward successful completion;
7. A solid proficiency in the English language with strong professional communication skills including: Grant writing, reporting, and public speaking; The ability to communicate and work effectively with a variety of internal and external stakeholders; and Persuasive negotiation abilities to achieve consensus amongst differing opinions;
8. Outstanding presentation skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser;
9. A demonstrated record of collaboration with others –board members, staff, volunteers, and donors—around accomplishment of strategic objectives;
10. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
11. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
12. An ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused;
13. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
14. An appreciation for historic and collectible vehicles;
15. Proficient skills in the use of MS. Project, Word, Excel, Power Point, Outlook, and Web browsers;

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16. The ability to critically analyze and resolve quantitative, logistical, and spatial problems;
17. The ability to stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, and effectively communicate verbally, and in written format, with guests, employees, management, and stakeholders regularly.

WORKING CONDITIONS:

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments;
2. Minimal exposure to cleaners and various other chemicals;
3. Minimal exposure to dust, gases, and fumes.

RESPONSIBILITIES:

CULTIVATION, STEWARDSHIP & FUNDRAISING:

1. Achieves personal and departmental fundraising goals as determined in collaboration with the President & CEO;
2. Generates unrestricted and restricted funds to strengthen ACM's financial resources;
3. Creates a sustainable, long-term fundraising program for ACM;
4. Cultivates and stewards new and prospective benefactors, foundations, and major donors;
5. Shepherds prospective mid-level and major gift benefactors through the gift process from inviting the gift, and closing the solicitation, to thanking, and recognizing the donor;
6. Establishes and maintains major gift prospect contacts;
7. Oversees the cultivation and securing of members, donors, corporate sponsorships, and grants;
8. Oversees grant creation, submission, and follow-up;
9. Builds and promotes the endowment fund;
10. Strategizes and develops programs to generate funding opportunities;
11. Creates and executes campaign initiatives in collaboration with the CEO and Board;
12. Oversees member relations and membership growth.

SUPERVISION & LEADERSHIP:

1. Builds, oversees, and maintains a high-performance Institutional Advancement team;
2. Directs, coaches, evaluates, and inspires Institutional Advancement staff toward accountable, goal-oriented outcomes;
3. Leads and supervises the planning, implementation, and assessment of capital campaigns, membership initiatives, major gift and planned giving programs, and annual fund appeals;
4. Supervises the Grant Writer and all aspects of the grant writing and reporting process;

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5. Oversees effective internal and external messaging and methods of communication Through the Marketing & Communications Manager;
6. Provides supervision and general oversight to the Marketing & Communications Department and the Sales & Events Department;
7. Oversees ACM's CRM administration and utilization.

ADMINISTRATIVE:

1. Establishes and maintains policies and procedures ensuring financial, legal, and income tax requirements for charitable giving are upheld;
2. Oversees strategic planning and development of long and short-range financial goals;
3. Ensures best practices are followed across all aspects of Institutional Advancement Department;
4. Develops and oversees the Institutional Advancement budget;
5. Oversees the budget development and budget adherence of the Marketing & Communications Department and the Sales & Events Department;
6. Prepares reports for the CEO and Board;
7. Makes public and private presentations as needed or requested;
8. Promotes ACM and its diverse initiatives.

OTHER:

1. Maintains a flexible schedule and works weekends and late nights, as needed;
2. Leads, coordinates, and attends meetings as needed or requested;
3. Maintains and reports statistical data as needed or requested;
4. Drives personal vehicle for business purposes;
5. Utilizes MS-Word , Excel, PowerPoint, and Publisher to generate communications, presentations, and reports;
6. Utilizes MS-Outlook for email communications and scheduling;
7. Participates in on-call responsibilities for emergency response;
8. Performs other duties as assigned.

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