

ROBERSON MUSEUM AND SCIENCE CENTER

POSITION TITLE: Director of Development and Marketing

SUPERVISOR: Executive Director

SUPERVISES: All staff assigned to the Development Department

BASIC ROLE:

To enhance net revenue for the Museum. Responsible for the development, implementation and oversight of Roberson's fundraising initiatives including membership, corporate relationships, sponsorships, annual support, capital campaigns, and grants. Provide leadership, direction and supervision for the Development department. Develop and communicate institution-wide marketing strategy

KEY RESPONSIBILITIES/DUTIES:

- Work with the Executive Director, Board of Directors and other key staff to develop short-term and long-range strategic plans for museum fundraising.
- Develop and implement overall strategies for membership, annual campaigns, capital campaigns, corporate participation, sponsorships, special events, grant development and other fundraising initiatives.
- Recruit, train, monitor, evaluate and provide leadership and supervision for assigned staff.
- Prepare and monitor Development and Marketing budget in coordination with other directors.
- Develop a Major Donor program, including developing and maintaining contacts with major individual donors, keeping them informed of the Museum's plans, progress and needs, and providing personalized membership elements.
- Maintain contacts with local foundations regarding restricted and unrestricted gifts. Lead the development of an overall solicitation plan for foundations.
- Identify sponsorship opportunities and needs; develop packages to meet those needs; identify potential sponsors and successfully solicit them; and assist in providing appropriate publicity and recognition.
- Act as a key liaison with local corporations/businesses to nurture and expand corporate relationships, resulting in additional funding and corporate and employee participation in Roberson exhibitions/events.
- Assist staff in identifying potential grant sources.
- Maintain a calendar of grant proposals to foundations and government agencies and assist in maintaining positive relationships with foundation heads and political/governmental leaders to be aware of potential grant opportunities and get support for grant proposals.
- Coordinate development of the Annual Report outlining the past year's activities, accomplishments and supporters.
- Prepare reports on development activities for the Executive Director and Board of Directors.
- Assist the Executive Director as required and carry out other assigned duties.
- Coordinate with Education, Exhibitions and Development to establish marketing needs.
- Oversee timely submissions to local media

QUALIFICATIONS:

- Bachelors or advanced degree, preferably in public relations, communications or marketing
- Extensive knowledge of fundraising, development, public relations, marketing, and grant writing
- Outstanding verbal and written communication skills
- Proven ability to develop and enhance relationships with major donors, corporate, community and governmental leaders