



POSITION DESCRIPTION: **DIRECTOR OF INSTITUTIONAL ADVANCEMENT**

SUMMARY: The Director of Institutional Advancement, part of the senior management team and reporting to the Executive Director, is responsible for the successful planning and execution of an annual and strategic development plan, ensuring optimal resources to serve the mission, programs, and operations of the Virginia Museum of Contemporary Art (MOCA).

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

Management/Strategy (20%)

- Serve as senior staff member, participating in and contributing to executive level planning and strategy
- Develop and implement comprehensive fundraising strategy to generate \$1.5mm to \$2mm in contributed revenue
- Provide expertise, leadership and direction in all aspects of fundraising to the Development Team and the Development Committee of the Board of Trustees
- Provide guidance and mentoring to the development team
- Produce regular analysis of fundraising efforts vs. performance goals
- Attend and participate in meetings of the Board of Trustees

Individual Giving (25%)

- Lead the development and active solicitation of major gift prospects
- 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 (15%)

- Develop and lead overall 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 MOCA presence to increase awareness and elevate stature
- Conduct evaluation of all partnerships to ensure sponsor satisfaction and organizational goals



Events (15%)

- Oversee the identification and solicitation of various levels of sponsorship for Museum events
- Manage successful strategies for tickets sales and other revenue streams
- Provide on-site support for all development-related events, including donor cultivation receptions, openings, etc.
- Insure proper recognition of sponsors and major partners

Community (15%)

- Serve as a public advocate for MOCA within the community
- Represent MOCA at community functions such as, but not limited to, meetings and events held by major grant funders, community events and/or speaking engagements
- Work with Marketing/Public Relations department to market MOCA, its exhibitions/events and to ensure proper sponsor recognition

Foundation/Government Support (10%)

- Work with 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 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

REQUIRED QUALIFICATIONS:

Bachelor's degree or above is required. Development experience of 8+ years of increased responsibilities, with demonstrated success in securing five and six figure major gifts. Proven managerial effectiveness and leadership is required. Must possess strong interpersonal, oral, and written communication skills. Must be able to think and to plan long-term regarding revenue streams. Must demonstrate proficiency in Microsoft Office Suite. The Director of Institutional Advancement must be highly self-motivated and work well independently, while also working in tandem with other department directors and the Executive Director.

DESIRED ATTRIBUTES:

- Ability to work independently
- Discretion
- Flexibility
- Excellent decision-making and problem-solving skills
- Results-oriented: Must be comfortable in a fast-paced, results oriented environment.
- A passion for the visual arts and a commitment to the MOCA mission

ADDITIONAL REQUIREMENTS: This position requires occasional evening and weekend hours. Limited travel is also required.



APPLICATION INFORMATION: Please send a resume, cover letter, and salary requirement to Virginia@VirginiaMOCA.org. No phone calls please.

ORGANIZATION

MOCA is a nonprofit institution founded in 1952 to foster awareness, exploration, and understanding of the significant art of our time. Regularly changing exhibitions feature painting, sculpture, photography, glass, video, and other visual media from internationally acclaimed artists as well as artists of national and regional renown. By balancing its four primary activities—gallery exhibitions, studio art classes, educational outreach programs, and outdoor art shows—MOCA seeks to involve a diverse regional public in the rich and active language of contemporary visual art.