



Chief Advancement Officer

Department: Advancement/ External Affairs
Reports To: President/ CEO
FLSA Status: Exempt

Summary

The Chief Advancement Officer is part of the museum's Leadership Team and reports directly to the President and CEO and is responsible for contributed revenue, walk-in admission and rental revenue, and external relations activities including marketing, public relations, community partnerships, and government relations.

Fundraising and earned revenue depend greatly upon marketing and PR efforts, therefore, it is critical that these areas are working together in a strategic and aligned manner to increase revenues and awareness for the Dallas Holocaust and Human Rights Museum. The Chief Advancement Officer will work closely with the CEO to create advancement plans and institutional marketing goals reflecting the larger strategic goals of the institution.

The Chief Advancement Officer will significantly increase contributed revenue, earned revenue, high impact partnerships, community awareness, and powerful connections with both the Museum's existing stakeholders and emerging audiences.

Job Duties

I. Contributed Revenue Responsibilities

As the chief contributed revenue officer, s/he must champion strategic, data-informed decision-making, industry best practices, and an ethos of continuous improvement and transparency, while also addressing the following areas for enhancement, in particular: building a high-functioning development infrastructure that drives sustainable growth in contributed revenue and balances fundraising strategy and execution appropriately across staff, senior administrators, and volunteer leadership; establishing a commitment to donor discovery and sustaining a robust donor pipeline; educating board members on their role in fundraising and fully incorporating such into board activities; developing mastery of the advancement team's technological tools and an overall data-driven approach; and shifting the development team's historic focus on events toward much greater emphasis on cultivating individual and institutional major gifts.

- Collaborating with the CEO, CFO, and Chair of the Development Committee, identify and refine giving priorities and translate those priorities into compelling opportunities for philanthropy and persuasive proposals.
- Set and implement annual fundraising goals and manage revenue and expense budgets.
- Set and implement special fundraising campaigns with CEO and Development Chair, as needed.
- Construct strategies and execute plans that will markedly increase support of the annual fund, including: major giving, legacy gifts, corporate and foundation support, fundraising events, membership, grants, and digital giving programs.
- Personally manage a portfolio of current and prospective donors at the highest levels of giving capacity, including both individual and institutional sources, moving them through the stages of cultivation, solicitation, and stewardship.
- Personally prep and staff the CEO and Board Chair at events and meetings.
- Assist the CEO and Board Chair with board management, engagement, retention, and recruitment.
- Work with each fundraiser to increase contributed revenue goals and donor satisfaction. Align these efforts with other development activities to assist in identifying and cultivating prospects for annual and endowment gifts, as well as with institutional marketing campaigns.
- Oversee the training, mentoring, and attainment of goals of development team.
- Create and implement a robust stewardship program for current donors and a cultivation program for prospects.
- Assist Corporate Giving Officer in promoting and selling professional development educational programs, trainings, and events.
- Oversee respective Board Committees.

II. Earned Revenue/Museum Experience Team Responsibilities

Responsible for generating admission revenue for 100,000 walk-in visitors, non-student group tours, and event rentals. Train and manage the Museum Experience Team to ensure superb customer service and membership sales and donations at the front desk. Work closely with the education team to ensure student admissions increase to 100,000 annually.

- Directs the sales and revenue growth strategy of walk-in visitors and event rentals on an annual basis beginning with assessment, strategy, execution, and growth.
- Working with the Manager of Marketing and Communications oversee annual tracking and monthly reporting of admission numbers, museum revenue, and sales/rentals.
- Identify Museum revenue challenges and barriers. Assist in developing and implementing strategies to overcome challenges/barriers. Guides/directs sales activities.
- Lead trainings for front of house staff to increase donations and engagement at the point of entry.
- Support revenue generation by maximizing visitor experience.
- Review visitor surveys and implement changes as needed.

- Work with graphic designer to create branded items for store sales as well as donor gift use.
- Oversee respective Board Committees.

III. External Relations Responsibilities

With the CEO's input, approval, and active engagement, s/he will oversee all internal and external communications and partnerships including public relations, communications, marketing, community engagement, and government relations to broaden the reach and impact of the Museum.

A. Marketing and Communications Duties:

- Develop comprehensive plans and refine on an ongoing basis, strategies and approaches for use in communicating and marketing the Museum's brand proposition and its CEO/board members image to citizens, businesses, institutions and media locally, regionally, nationally, and internationally.
- Refine and evolve the museum's "core" messages and bragging points with the help of the CEO and stakeholders to ensure organizational consistency.
- Serve as advisor to the CEO, offering recommendations for action to improve organizational communication.
- Work with the Marketing and Communications Manager to develop and implement an overall strategic plan for marketing and communications activities in support of Museum priorities, manage marketing budget, and create yearly marketing plans as well as individual campaigns for online, print, TV and radio advertising and promotions.
- Create, manage and improve the Museum's website and all other collateral.
- Direct vendors and account representatives in maximization of dollars spent and patron and community impact.
- Oversee annual marketing budget and provide monthly tracking and year-end results.
- Tracks up-to-date information on market and competitors including pricing, product offerings, admission, and marketing strategies.
- Develop yearly media plan and pitch stories that show the Museum's depth and breadth as a community convener and educational resource.
- Develop yearly public relations plan for both the Museum and the CEO to increase visibility and credibility.
- Work with Marketing and Communications Manager and graphic designer to create and refine marketing materials that excite and engage constituents and greater community.
- Ensure creation and development of marketing and sales materials for presentation to prospective customers/partners.
- Oversee a robust social media annual campaign with the Marketing and Communications Manager.

- Work with external vendor to develop and implement an overall strategic plan for space rentals/events and other activities in support of earned revenue.
- Serve as executive editor for the organization's marketing and collateral pieces including e-newsletters, marketing collateral pieces including rack cards and the museum's online presence.
- Manage trade agreements for services and promotional support.
- Manage the Museum brand.
- Communicate and coordinate regularly with appropriate staff to maximize the effectiveness and efficiency of interdepartmental operations and activities.
- Oversee respective Board Committees.

B. Community Engagement and Outreach Duties:

- Serve as an ambassador to communities served by the Museum, playing a visible role in advancing new and existing relationships that lead to increasing levels of philanthropic support. Nurture relationships between the museum and corporations, foundations, individuals, and families.
- Implement an annual engagement plan to ensure that the Museum is viewed as a community-wide asset and thought leader while strengthening community relations.
- Serve as a spokesperson and representative of the Museum in the community by working with influential figures to promote a positive view of the Museum.
- Conduct special projects and studies requested by the CEO and/or Board.
- Work closely with outside community groups and organizations in coordinating public information, marketing, and promotional activities.
- Oversee respective Board Committees.

C. Government Relations Duties

- Working directly with the CEO, organize meetings with civic and government leaders to ensure that they are aware of the Museum, its activities, and that it is a valuable community resource and asset.
- Working directly with the CEO, identify significant public policy issues that can be leveraged to support the Museum's objectives, and create and implement plans to leverage them.

Essential Functions

- Work directly with the CEO to create fundraising plans and institutional marketing goals reflecting the larger strategic goals of the Museum.
- Manage the day-to-day contributed revenue, walk-in revenue, and rental revenue generation and marketing operations of the Museum.
- Direct the sales and revenue growth strategy for walk-in visitors, groups non-students, and rental sales on an annual basis beginning with assessment, strategy, execution, and growth.

- Oversee the Museum Experience Team and ensure the visitor experience is excellent.
- Direct the implementation of an annual marketing and PR plan.
- Direct business and community partnerships to drive revenue growth and Museum awareness.
- Prepare and submit weekly, monthly, and annual schedules, summary of activities, achievements, goals, and related outcomes as requested.
- Complete special projects, assignments as required. Provides back-up support and handle other functional roles and responsibilities, as required, to ensure that operational needs are met.
- Work directly with the CEO on organizational strategy, budgeting, board governance and management.
- Develop and maintain working knowledge of industry best practices and competitors' activities.
- Partner with Senior Leadership to develop a pipeline of ideas to help identify growth opportunities, brand awareness, donors, relationships, and business development opportunities.

Key Requirements

- Master's degree preferred; degrees in business, marketing, public policy or related field strongly preferred.
- At least 15 years of professional experience in development/marketing/sales/management; nonprofit preferred.
- Passion for and understanding of the Museum's mission.
- Strong communications, writing, and editing skills to ensure connectivity to mission and appropriate style and usage.
- Strategic, analytical approach combined with a strong work ethic and interpersonal professionalism.
- Ability to manage and mentor staff. Proven interpersonal skills with an ability to build capacity in peers. Demonstrated ability to work with individuals with diverse backgrounds, interests, and skills.
- Ability to oversee numerous projects and deadlines in a fast-paced environment with competing deadlines and take initiative in managing several projects with the utmost attention to detail.
- Strong affinity to diversity, equity, and inclusion work and practices.
- Solution-oriented critical thinker with strong problem-solving skills and a positive can-do attitude.
- Ability to work well independently and in a collaborative team environment.
- Proficiency with Microsoft Office Platforms, including Excel, required. Knowledge of Salesforce or Patron Manger, preferred.

Competencies

1. Judgment/Decision Making
2. Communication – Oral
3. Organization/Planning
4. Business Literacy
5. Customer Focus
6. Integrity
7. Initiative
8. Teamwork

The Dallas Holocaust and Human Rights Museum is an equal opportunity employer. We value and strongly encourage a diverse environment.

Applicants, please send cover letter referencing the job title and resume to resume@dhhrm.org.