

# Vice President of Development and Marketing

## January 2022

<b>Title:</b>	Vice President of Development and Marketing
<b>Classifications:</b>	Full-time/exempt/permanent
<b>Reports To:</b>	President
<b>Direct Reports:</b>	Membership & Events Coordinator ( <i>Future</i> )

### Position Description

Carolinas Aviation Museum (CAM), with a mission to *inspire, educate, and elevate* the next generation to pursue careers in STEM, aerospace, and aviation, while inviting visitors to explore the vast contributions of aviation on our economy and culture, has partnered with the Charlotte-Douglas International (CLT) Airport to develop a new innovation center to open in 2023.

CAM is now seeking a new *VP of Development and Marketing* at this exciting time of growth and opportunity. The Museum's next fundraising and communications leader will advance the vision, drive, creativity, and technical skills to reach ambitious capital campaign and annual fundraising goals with a focus on establishing a new development and marketing office that prepares the organization for long term sustainability and visibility. The *VP of Development and Marketing* will be a passionate and knowledgeable advocate for racially equitable access to STEM educational opportunities, the diversification of STEM-related industries and career pathways for marginalized communities, and economic development for Charlotte and the surrounding area. They will need to be a highly skilled and effective fundraiser, CRM technician (preferably Altru by Blackbaud), and marketing professional who has a proven track-record of securing major gifts and building a top-tier development and communications operation. This professional will be a skilled leader who can provide a strategic vision for the combined initiatives of branding, marketing and an integrated moves management development plan with clear goals.

### Duties and Responsibilities

#### *Leadership*

- Provide innovative, visionary, and strategic operational planning and leadership for all Museum development and marketing activities. Serve as an active and collaborative member of the President's leadership team.
- In collaboration with the President, be an effective partner with the Museum's Board of Directors, Campaign and Development Committees, and Marketing Committee regarding the Capital Campaign, general development and marketing goals.
- Be a passionate, visible, and informed advocate for CAM and engage with the broader community while positioning the Museum for improved fundraising and visibility.
- Facilitate communication between development, marketing, and other Museum departments, and develop a deep understanding of the Museum's unique collections and thematic content.

#### *Capital Campaign Support*

- Provide direct support, coordination, and management of the Museum's Capital Campaign in partnership with the President, Campaign Chair, and Campaign consultants. Serves as a liaison to the Museum's Capital Campaign Committee.
- Lead and implement the data prospect management, including solicitations, prospect tracking, financial projections, and reporting in and derived from the Museum's CRM (Altru).
- Collaborate with the Campaign Team, Committee, and Consultants to identify prospects that have the capacity, demonstrated interest, and social capital in advancing mission-related areas of the Museum.
- Plan, develop, coordinate, direct, and manage all marketing, special events, and public relations for the Museum's Capital Campaign.
- Coordinate the implementation of the capital gifts solicitation plan including related naming opportunities, donor recognition, acknowledgements, and marketing materials.
- Lead and coordinate ongoing donor relations and communications related to the Campaign in partnership with the President, Campaign Chair, and Campaign consultants.
- Coordinate with the VP of Finance and HR to track and report as needed Campaign donor financials, giving histories, and acknowledgements.

#### *Development and Stewardship*

- Identify, cultivate, and successfully solicit major gifts from a diverse group of individuals, corporations and foundations. Ensure high-quality and appropriate stewardship of donors.
- Manage and grow a portfolio of donors and prospects at all levels in partnership with the President, Board Chair, and Development Committee and create an annual fund and moves management plan.
- Oversee all processes and procedures related to prospect identification, donor relations, engagement, stewardship activities, and contributions management.

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- Develop plans and manage programs for planned giving, corporate grants and memberships, direct mail, special events, special projects, grant proposal writing, and administration.
- Train, mentor, and support Museum Board members and Development Committee members with their donor, prospect engagement activities, and their personal giving.
- Develop an effective museum membership program and develop an ongoing plan to increase membership at all levels and creating attractive benefits and programming portfolio.
- Provide periodic reports to the President, members of the Board of Directors, and the Development Committee regarding fundraising goals, progress/ accomplishments, and initiatives.
- Manage the donor prospect management, solicitation, tracking, and projections in and derived from the Museum's CRM (Altru). Generate needed prospect, performance, and projection reports.

#### *Marketing & Event Rentals*

- Lead all aspects of the Museum's marketing and advertising efforts, to include (a) development, implementation, and execution of strategic branding and marketing plans; (b) oversight of the marketing budget; and, (c) management of media and marketing-related vendor relationships.
- Secure earned media coverage in both general interest (e.g. local network news) and specialized outlets (e.g. publications for travel professionals, flight hobbyists, etc.).
- Manage the Museum's website, email marketing, and social media platforms.
- In conjunction with Education team, maintain the Museum's Educator's Guide and ensure dissemination to appropriate school personnel within the Museum's service region.
- Oversee the Museum's private events rental function, including management of the Events Manager and outside contractors and caterers.

#### *Planning and Management*

- Create, manage, and monitor annual development and marketing program budgets in partnership with the President and VP of Finance and HR, and provide periodic progress reports.
- Ensure that development, marketing materials, and all related activities are unified and consistent with the Museum brand.
- Lead and manage the Museum's donor management database/CRM (Altru), developing policies and procedures for accepting gifts, entering data, moves management, contact tracking, needed reports.

#### *Qualifications*

- A bachelor's degree required; advanced degree desirable.
- Excellent written and oral communication skills, able to plan and execute strategic communications to advance philanthropic and marketing initiatives, and build a community of stakeholders.
- Proven experience and demonstrated proficiency with a donor database CRM; preference with Blackbaud's Altru.
- Three years experience with a development program. Experience in a nonprofit organization, cultural or educational institution, or equivalent preferred, with a working knowledge of all areas within development including capital campaigns, major gifts, annual giving, membership, corporate and foundation giving, planned giving, and prospect research. Experience with arts-related organizations a plus.
- Ability to build development and marketing departments, and work successfully in a setting that prioritizes moves management, membership, development of new audiences, and community engagement. Proficiency in setting goals, analyzing data for effective prospect development, and evaluating and communicating success,
- Specific knowledge of Charlotte's and North Carolina's philanthropic landscape is a plus.
- Exceptional planning and organizational skills. Results- and detail-oriented with the ability to set and meet deadlines. Able to construct, articulate, implement and evaluate written development plans and budgets.
- Commitment to a mission-based organization, community engagement, diversity, and a history of working effectively with all people irrespective of their economic status, ethnicity, gender, educational level, or sexual orientation.