

POSITION SPECIFICATION

LAGUNA ART MUSEUM DIRECTOR OF DEVELOPMENT

Laguna Art Museum, a museum of California art, seeks a dynamic director of development to work in conjunction with the executive director, Board of Trustees, and staff to advance the museum's vision and mission by providing leadership and direction for its comprehensive fundraising program.

THE INSTITUTION

Laguna Art Museum traces its roots to the founding of the Laguna Beach Art Association in 1918 by a small group of painters who settled in Laguna Beach. This early emphasis on supporting artists in the region has been an integral part of Laguna Art Museum throughout its history. Situated on a bluff overlooking the Pacific Ocean, the museum has been in its current location since 1929, yet was re-established in April 1997 as a new nonprofit following a short-lived 1996 merger of the old Laguna Art Museum and Newport Harbor Art Museum, which created the Orange County Museum of Art. As a result the museum is in its formative adolescence yet maintains the deep historical roots of a ninety-three year institution. With the recent hiring of Malcolm Warner, a well respected museum professional, as executive director, a committed and active Board of Trustees, and a creative and dedicated staff, Laguna Art Museum is poised for strong growth and increased prominence in the national art community.

Laguna Art Museum currently has a \$1.5 million annual operating budget, 11 full time staff, and an endowment of \$1.30 million. Through its collecting, exhibiting, research, and education activities, the museum presents a balanced slate of exhibitions on historical and contemporary subjects, accompanied by a broad range of educational programs for children and adults. The museum's permanent collection includes over 3,000 works of art by 966 artists, and covers all major art movements practiced in California.

Laguna Beach is a prestigious Southern California seaside town and artist's community and a premier tourist destination. In addition to the museum, the city is home to many arts organizations including the summer Festival of Arts and Pageant of the Masters, the Laguna Playhouse, and the Laguna College of Art and Design. A hotel assessment, self-imposed and reallocated yearly by the city's lodging establishments, provides approximately ten percent of the museum's operating budget.

The museum's budget, over the past few years, has remained stable, yet the museum consistently lacks the resources needed to realize its potential. The director of development will be challenged with cultivating relationships with individuals, foundations, and corporations to secure annual unrestricted donations, gifts of capital, restricted project support, and endowment donations. These efforts will be supported through a strategic mix of Board involvement in fundraising, cultivation of direct and deferred major gifts, membership programs, support councils, special events, direct mail, marketing, advertising, and public relations.

THE POSITION

Basic Function

The director of development will provide strategic planning and leadership toward a comprehensive fundraising strategy by building relationships with the museum's stakeholders and donors and prioritizing and implementing development strategies while reporting to the museum's executive director and working closely with the ED and Board of Trustees. The executive director, Board of Trustees, and staff understand that fundraising is an institution wide responsibility and are committed to measurable success of these endeavors.

Assistance with development functions is provided by a Membership Manager, a Director of Special Events, and a Director of Communications. Currently, the museum operates three major fundraising events each year; Art Auction, Palette to Palate, and the Laguna Beach Plein Air Painting Invitational, which are managed by a Director of Special Events. The Membership Manager handles a current membership of approximately 1200 people, which includes a high level support group; the Advisory Circle. The museum's chief source of unrestricted support comes from an Annual Fund campaign with budgeted revenue of \$110,000 per year and is generated chiefly through direct mail marketing. Currently under development is a Legacy Circle program which endeavors to encourage legacy gifts from supporters of the museum. Assistance for Legacy Circle program implementation has been provided by grants from the James Irvine Foundation and the Orange County Community Foundation. The museum uses the cloud based Altru fundraising & CRM system.

Working within the outline of a three-year strategic plan adopted in September 2010, the director of development will:

Position Priorities

- Develop and oversee all functions in the fundraising program. Oversee day-to-day management responsibility for the development department team;
- Develop strategic short and long-term fundraising plans and goals and opportunities for the organization and execute their implementation including the development of a comprehensive annual operating fund campaign and its associated messaging;
- Build and administer a portfolio of major donors and prospects;
- Develop and manage department budgets, including projection of fundraising revenue;
- Plan and implement an on-going major gifts program and a planned giving program with measurable goals and outcomes;
- Provide Trustees and Executive Director with adequate support and tools to engage successfully in fundraising;
- Partner with Board and Executive Director on large tasks as necessary and appropriate;
- As a member of senior management, provide input and opinions to the leadership team on overall organizational decisions as appropriate;

- Perform other duties as assigned within the scope of responsibility and requirement of the position;

THE CANDIDATE

Ideal Experience and Qualifications

The ideal candidate has the following experience and qualifications:

- Capability to build, develop, and retain strong, positive relationships with major donors, community leaders, members of the Board of Directors, and other constituents; Adept at dealing with sophisticated constituents;
- Highly articulate and diplomatic with strong written, verbal and presentation skills; a confident style that is coupled with sensitivity and flexibility;
- Strong leadership skills and the ability to motivate, coach, and educate internal and external supporters. This person should have the ability to inspire the staff and others to be effective in attracting resources to the museum;
- Excellent organizational, administrative and project management skills regarding fund development activities; A decisive, inspiring, “roll-up-the sleeves,” results-oriented manager with highly developed attention to detail;
- Pro-active rather than reactive, with the ability to move forward on several priorities simultaneously; highly adaptable;
- Measurable and successful results in raising funds and in identifying, cultivating and soliciting donors and other sources of revenue;
- Professional knowledge in a variety of fundraising programs including major gifts, annual giving, planned giving, capital campaigns, foundation and corporate grants, endowments, and special events;
- Minimum five years not-for-profit development experience; arts related is a plus
- Familiarity with philanthropic community in Southern California (Orange County) is a plus
- A Bachelor’s degree is required. Master’s degree is desirable.

Personal Characteristics

The successful candidate should be:

- An individual with a passion for the museum’s mission and for connecting the public with art;

- A strategic thinker, planner, and visionary with the ability to see beyond the present and immediate future to help the organization see the “big picture” and achieve ambitious long-term goals;
- A team player and team builder with a personable and disciplined style with the ability to engage effectively with people at all levels of the organization, and the ability to manage and guide a diverse group of staff members and volunteers;
- An astute, sensitive, and tactful listener. Comfortable receiving input from many sources; someone who is willing to accept guidance and welcomes accountability;
- Polished and professional in image and demeanor;
- A hands-on individual with a depth of intellect, strong work ethic, high energy level, and an enthusiastic and passionate approach to our work;
- In possession of a sense of humor.

THE OPPORTUNITY

Set in an idyllic location, Laguna Art Museum is an important regional museum in one of the most dynamic arts region of the world; Southern California. With a dynamic and well respected new executive director, and a highly committed staff and Board, the director of development has the opportunity to be a key player in positioning the museum as the premier museum of California art. Laguna Art Museum strives to be a national and international destination museum that is relevant and treasured by both the larger art world and the local community. The museum maintains the highest level of quality in everything we do and is proud of its connection to Laguna Beach’s rich history and legacy as an artist’s community. This is an exciting opportunity to work with a highly respected arts organization in a key management position and help strengthen a cultural jewel on the California coast.

Inquiries will remain confidential and should be address to:

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