

# Howe-Lewis International

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## HOWE-LEWIS INTERNATIONAL POSITION SPECIFICATION

6.6.24

**TITLE:** Director of Development

**ORGANIZATION:**



**WEBSITE:** [vbmuseum.org](http://vbmuseum.org)

**LOCATION:** Vero Beach, FL

### **ABOUT VERO BEACH MUSEUM OF ART**

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The Vero Beach Museum of Art (VBMA) was founded in 1978 as the Center for the Arts and has grown rapidly over the years. In 1986, the doors of a new building opened for the first time, and in 1999, the Museum increased the size of the facility to a total of 54,000 square feet. In 2002, its name was changed to the Vero Beach Museum of Art and additional growth came in 2007 and again in 2011-2012 with the creation of the Alice and Jim Beckwith Sculpture Park, a covered Atrium, new entrance vestibule, and a 20,000 square foot Exhibitions and Collections wing. Today, the VBMA comprises nearly 76,000 square feet of space, seven acres of grounds including the Sculpture Park, and a 12,000 square-foot Museum Art School facility. The VBMA first received AAM accreditation in 1997, was reaccredited in 2008, and again in 2022.

VBMA serves over 78,000 visitors annually, reflecting its seasonal, national, and international visitors and year-round resident community. Its diverse programs include changing exhibitions, film and international lecture series, and robust educational programs. The state-of-the-art Museum Art School facility annually serves 10,000 budding artists of all ages.

The collection historically featured art from the early twentieth century with added emphasis on global contemporary art. Recent acquisitions include major works by Fred Wilson, Candida Holfer, Jaume Plensa, Refik Anadol, Daisy Youngblood, Joseph Stella, Marguerite Zorach, and Charles Sheeler. The permanent collection included over 1,000 objects, featuring paintings, sculpture, photography, video, works on paper, and glass. A collection strength is American Modernism, and efforts are underway to grow the contemporary art component of the collection. Sculpture is also an ongoing area of interest, given the Museum's beautiful grounds and recent expansion of its Beckwith Sculpture Park.

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The Board of Trustees and the Executive Director are in the first stages of a \$91 million capital campaign and are developing plans for a new museum that will double the gallery space to 22,000 square feet, bringing the total building size to 90,000 square feet. The Museum recently announced the appointment of Allied Works Architecture to lead the expansion and renovation project after a nine-month competition process. The campus expansion and renovation are expected to be completed by fall 2027 and will transform the museum and its seven-acre gardens.

The plans for the new museum are ambitious and necessary as VBMA strives to correct deteriorating facility conditions and address future resiliency needs to protect the Museum from environmental threats. As important, it aims to significantly expand the gallery space to present its growing collection and a robust exhibition schedule. The new museum will address all factors and ensure its presence in the mid-coast region for generations to come. During construction, the current facility will remain open with new construction built adjacent to the existing museum.

The Museum is poised to grow its audiences and attendance consistent with the growth of the region. For more information about VMBA's unique collections, exhibitions, and programs, please visit [vbmuseum.org](http://vbmuseum.org).

## **PRIMARY FUNCTION**

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The Director of Development (DoD) is a senior leadership role that has primary responsibility for VMBA's development and advancement efforts, including but not limited to membership and donor relations, fundraising and sponsorships, special events, major gift solicitation, endowment and capital campaigns, annual grant writing, planned giving, foundation and government funding, and volunteer management.

By building on the Museum's past and current successes, and with the commitment of a dedicated and skilled staff, the DoD will lead the department, prioritize development practices, leverage existing partnerships, and cultivate new relationships to achieve strategic goals.

The DoD will be a frontline major gift solicitor, comfortable managing an active portfolio of donors and prospects. He/she/they will serve as the primary conduit to the executive office and to the Board on major gift-related issues, deploying these key organizational leaders in strategic and carefully considered ways in order to cultivate significant targeted prospects and to ultimately close leadership gift opportunities.

## **REPORTING RELATIONSHIPS**

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The DoD reports to the Executive Director, Brady Roberts, and works closely with senior staff and the Board of Trustees.

The DoD will provide leadership, direction, vision, and inspiration to a team that includes the Membership and Annual Giving Manager, Museum Events Manager, Development Assistant/Database Specialist, and Development Coordinator.

## **FUNDING**

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VBMA has a current annual operating budget of approximately \$6.6 million and a staff of 64. Sources of income include individual philanthropy, foundations, corporations, membership, special events, Gala, and planned giving. The balance is generated from programs, endowment, and other assets.

VMBA dedicates \$5.5 million of its \$46 million endowment to acquisitions, generating \$200,000 annually for purchases. The Athena Society, founded in 2004, raises approximately \$600,000 annually from its members to support art acquisitions. Next year, the Museum (Endowment & Athena funds) will have over \$1 million to support acquisitions. Exhibition-dedicated endowment funds generate about \$300,000 annually, and historically, annual sponsorships total an additional \$500,000-\$800,000 to support exhibitions.

VBMA is one year into the quiet phase of a \$91 million campaign to support the current expansion project.

## **THE OPPORTUNITY**

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The DoD will join a vibrant, talented team committed to supporting VBMA's continued success. The Museum's pending expansion—one of the most comprehensive in the institution's history—dramatically changes how the Museum engages with a culturally underserved community.

The successful candidate will be a dynamic self-starter with a track record of success in a development leadership role and as a creative innovator, an exceptional relationship builder and a proven manager and mentor. Success with both frontline fundraising as well as supporting others behind the scenes will be key.

This is an exciting opportunity to join the collegial VBMA team and community in a leadership role at a pivotal moment in the Museum's history, and to build upon VBMA's current success to create and implement strategies to increase and achieve ambitious fundraising goals.

## **SPECIFIC RESPONSIBILITIES**

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### **Development**

- Create and implement annual and long-range plans for development in consultant with the Executive Director that support VBMA's Mission and [Strategic Plan](#).
- Develop systems and structures including research and prospect tracking to help support the Museum's development efforts.
- Create strong and collaborative working relationships with VBMA's entire staff.
- Maintain a visual and valuable presence in the Vero Beach community.
- Work with Museum support groups including but not limited to The Athena Society, The Friends, and The Circle.
- Coordinate patron travel.
- Oversee VBMA's special events and rental program.
- Lead the volunteer program, League of Volunteers, and devise methods to engage volunteers in the Museum's programs and fundraising events.

### **Membership**

- Lead, manage, and mentor Membership team in development of annual and long-term departmental goals and in membership campaigns.
- Supervise implementation of accurate reporting and execution of renewal activities.
- Coordinate membership benefit program and oversee performance.
- Oversee planning of membership events for all levels of membership.

### **Grants/Foundation and Government Support**

- Lead and supervise others in research for potential sources of funding.
- Write and coordinate grant opportunities including state, federal, local, corporate, and foundation.
- Supervise maintenance of files and reporting to funders.

### **Sponsorships/Major Gifts**

- Research sponsor prospects and work with the Executive Director, Board of Trustees, and Development Committee to secure sponsors and major gifts for Museum programs.
- Manage the caseload of top prospects and arrange onsite and offsite meetings, events, receptions, and visits with the Executive Director, Trustees, and the Development Committee.
- Actively identify, cultivate, and solicit major gifts prospects and donors, creatively strengthening their ties to the Museum by exploring their interests and matching those interests to Museum priorities.
- Oversee stewardship of gifts and donor recognition.

### **Annual Giving**

- Develop and supervise annual giving program, including but not limited to end of year giving, annual solicitations, and donor wall solicitations.

### **Capital Campaigns**

- Work with the Executive Director to plan and implement endowment/capital campaigns.

### **Planned Giving**

- In consultation with the Executive Director, develop and implement a detailed deferred giving program including financial goals, timetable, and potential new sources.

### **Board Relations**

- Serve as a direct liaison and steward of the Board of Trustees. Interface directly with Trustees on all matters related to fund development and their personal support of the Museum.
- Work with the Executive Director and Trustees to identify, cultivate and, as appropriate, recruit new Board members.

### **Administration**

- Lead, manage, support, and inspire a dedicated team. Provide effective staff development, coaching, mentorship, and performance management designed to achieve optimum results.
- Establish meaningful performance metrics; assist team members in achieving those goals.
- Develop and oversee the department budget and manage all resource planning for the department. Generate monthly and quarterly revenue reports, working closely with the Finance Manager to create and track relevant data analytics.

- Maintain department policies and procedures, ensure data integrity for all donors, gifts, pledges, and files, and accurately acknowledge all gifts and grants.
- Maintain good working knowledge of the Museum’s policies, procedures, educational practices, and ideologies. Be knowledgeable of the Museum’s Code of Ethics.
- Attend all department head and staff meetings.

## CANDIDATE QUALIFICATIONS

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The ideal candidate will be an inclusive leader and mentor of the highest integrity with the ability to lead, motivate, inspire, and unite staff and stakeholders around a shared vision. He/she/they should have an open and engaging personality able to attract a diverse range of supporters to the Museum, and will bring:

### **Experience**

- Substantial leadership experience within a sophisticated fundraising operation, preferably in a museum or other cultural institution.
- Proven success implementing fundraising plans and cultivating relationships for all funding streams with a history of achieving relevant contributed income targets.
- Direct experience leading and expanding a successful major gifts program, as well as robust membership, grants, donor relations, capital, endowment, and special events programs.
- Demonstrated success as a front-line major gift solicitor at the six- and seven-figure level.
- History of identifying and engaging new communities of prospective donors.
- Track record of innovation and advancing a development program.
- Ability to partner effectively with an Executive Director to lead a vibrant, sustainable development program.
- Extensive experience working with an engaged and active board.
- Knowledge of the regional and national philanthropic communities.
- While the community is increasingly year-round, experience with/understanding of the unique opportunities and challenges working in a seasonal community and how best to leverage opportunities “in-season” (roughly November through May) and create other opportunities to engage donors year-round.
- Proven leadership and management capabilities ranging from creating and executing plans and achieving goals, to a commitment to excellence in all development activities.
- A strong record of recruiting and developing exceptional people and fostering a transparent, collegial work environment.
- Experience across digital and social as well as traditional platforms to extend development outreach.
- Sound financial acumen and knowledge of budget preparation, monitoring, and administration.
- Experience with common business software and with commonly used fundraising prospect management tools including Blackbaud Altru.

### **Personal Qualities:**

- Genuine passion for the Museum’s mission and the ability to hold meaningful conversations and foster relationships with prospective donors, collectors, curators, and other stakeholders.
- An ambitious and entrepreneurial orientation.
- A front-line major gift solicitor, cultivator and closer.

- Diplomacy and the ability to work collaboratively with colleagues.
- Discretion required to manage confidential information as well as sophistication and social finesse in working with Trustees, staff, donors, and potential prospects.
- Ability to write and speak clearly and persuasively, and to deliver effective, consistent messages and presentations.
- Proactive with a clear set of priorities, a strong work ethic, and the flexibility to adapt to changing circumstances.
- Creative approach to problem solving and the ability to make the most of emerging opportunities.
- Keen analytical, critical thinking, and problem-solving skills.
- Positive, can-do attitude and the ability to work successfully with others in a fast-paced environment.
- The ability and willingness to attend evening and weekend events and activities on a regular basis and to serve as a highly visible ambassador for VBMA in the local community and beyond.

**Education:**

- A bachelor’s degree is required.

**COMPENSATION**

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The compensation range for this role is \$160,000-\$200,000 commensurate with experience and accomplishments, plus attractive benefits package that includes healthcare, dental, vision, paid time off including sick and vacation, paid holidays, 403(b) retirement plan with employer match, and relocation expenses. Applicants must be eligible to work in the United States and successfully pass a background check.

**DIVERSITY AND INCLUSION**

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VBMA values diversity in all its forms and actively encourages candidates with diverse backgrounds to apply. It does not discriminate against any candidate or employee based on race, national origin, gender, marital status, sexual orientation, age, disability, religion, or veteran status. There are many opportunities to develop pathways for increased access and engagement in keeping with VBMA’s diversity, equity, inclusion, and accessibility (DEIA) commitment.

**ABOUT VERO BEACH AND THE REGION**

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Vero Beach is 90 minutes north of Palm Beach and 2 hours north of Miami. It is about 90 minutes south of Orlando and its world-class attractions. Orlando International Airport has connections to all major US cities, and there are also direct flights from Vero Beach Regional Airport to the New York metro area. The Vero Beach area is noted for its low traffic, high quality of life, beautiful natural environment with strong environmental conservation, and safe communities.

Vero Beach is part of the “Treasure Coast” region of Florida and has increasingly been recognized as a global destination. “Treasure Coast” is a reference to the early 18<sup>th</sup> century Spanish treasure fleet of ships lost off the coast in a hurricane in 1715 and today encompasses the area of Sebastian to the north and Fort Pierce to the south of Vero Beach. Though the region has been long inhabited, its real population boom occurred in the 20<sup>th</sup> century, and the regional population now stands at 165,000 and is expected to reach 180,000 by 2030. As noted by BestPlaces.net, “Sebastian and Vero Beach are among

the few remaining Florida East Coast places maintaining a small-town flavor not overly tilted toward tourists or retirees.”

Vero Beach, located in Indian River County is part of the thriving Atlantic Coast region stretching 250 miles from Daytona to Miami. Vero Beach has a sub-tropical climate with moderating ocean breezes along with over 234 days of sunshine annually that make life in central coastline Florida a pleasure. Indian River County has 26 miles of wide, sandy beaches, and the region’s acres of citrus groves produce 7.5 million bushels of fruit annually shipped all over the world. The county also has over 100,000 acres of conservation land in the Blue Cypress and Fort Drum preserves. The unparalleled Everglades National Park and Big Cypress National Preserve are near Miami.

A variety of housing options are available in the area. There are many public and private school options in the Vero Beach and Indian River Community School District. The district’s public high school graduation rates—in the 90+ percentiles—consistently outperforms other districts. The region has many higher education offerings. Additionally, the area offers world-class healthcare service with the recent partnership between Cleveland Clinic and Indian River Memorial Hospital. Please [click here](#) to learn more about the Vero Beach community.

## CONTACT

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Nominations and expressions of interest will be held in confidence and may be sent to:

**Esther Rosenberg or Patty Greco**  
**Co-Managing Directors**  
**Howe-Lewis International**  
**(212) 697-5000**



To apply, please [click here](#) or visit [howe-lewis.com](http://howe-lewis.com) and click on the “Assignments” tab on the top menu. All expressions of interest will be held in confidence.