



Senior Director of Institutional Advancement

www.thehealthmuseum.org

Are you interested in using your talents in a way that could positively impact the well-being of all people? If so, we might be the place for you!

The Health Museum's mission is to foster wonder and curiosity about health, medical science and the human body. We offer transformative learning opportunities for all ages that are multi-sensory and engaging. The Health Museum's core values—inspirational, evidence-based, and individualized—function as a vital part of our long-term strategy of growth, expansion to reach new audiences, and empowering healthier living.

JOB SUMMARY: The **Senior Director of Institutional Advancement** is a key member of the museum's leadership team, supporting all aspects of the museum that relate to our external visibility, credibility and integrity in the community. This is a complex position that includes providing the strategic leadership and implementation of the museum's fundraising, donor relations, membership services, marketing, public relations and events all under the umbrella of institutional advancement. The Director must demonstrate commitment to upholding and incorporating organizational core values into all aspects of fund development.

This position requires strategic planning for how the CEO, Board, key community leaders and stake holders can play a dynamic role in the organization's goals for advancement. The Director is expected to sustain current giving and grow The Health Museum's advancement program in alignment with best practices focusing on annual and monthly giving, major gifts, planned-giving and capital campaign projects as required.

Working directly with the CEO and the Board of Directors, the Director is accountable for the identification, cultivation and stewardship of patron relationships in order to drive philanthropic financial support from multiple sources including foundations, individuals as donors, members, corporations and partnerships. This is to be accomplished through sophisticated communication of ideas and value using social media, traditional media, event participation and sponsorships, direct mail, individual solicitations, and board fundraising activities.

RESPONSIBILITIES:

ADVANCEMENT LEADERSHIP

- Overall develop and implement a strategic and tactical plan for philanthropic support in alignment with organizational goals.
- Develop, manage and achieve annual fundraising budgetary goals as determined by Director, CEO and Board.
- Achieve annual campaign and individual/corporate giving goals using donor data. Establish donor strategies that connect donor values and interests with Museum opportunities through relationship-cultivation, research, awareness building and the use of industry best practices.
- Oversee the solicitation of contributions from donors by setting goals for retention and increased giving from current donors, in addition to renewed giving from lapsed donors and cultivation of new donors.
- Serve as staff liaison for Board advancement activities including public and community engagement efforts to raise the Museum's public awareness platform in the community.
- Oversee and provide effective follow up of cultivation and stewardship activities. Recruit, with CEO and Board, community members to staff Museum advancement committees.
- Establish the deliverables and monetary goals that measure the success of Museum events, including third party events.
- Continually build various giving programs.
- Build infrastructure for the Development team in order to establish a structured-individual and major gifts program.
- Implement capital campaign as needed within the context of overall strategic plan.

DONOR ADMINISTRATION

- Accountable for the integrity of the donor base. Optimizes use of donor database for maximum efficiency, accuracy and end user value.
- Manage donor administrative functions to ensure compliance with museum's policies and processes, including timely acknowledgements of both in-kind and monetary donations.
- Ensure donor acknowledgement letters and other communications remain up-to-date and compelling.
- Responsible for accurate reporting on related programs and fund-raising activities, detailing plans and progression of each.

MEMBERSHIP MANAGEMENT (Special Event and Community Engagement)

- Manages all aspects of the individual memberships program.
- This include existing member and new members and is responsible for increasing memberships based on a yearly goal that includes maintaining a high level of member satisfaction and retention.

EVENT MANAGMENT

Manages all museum events related to fundraising and the rental of the museum to third parties including museum patrons, consortium partners, organizations, companies, individuals and other parties.

MARKETING

- Manages the execution and integration of traditional and digital media strategies to drive audience growth, cultivate visitor loyalty, and enhance the Museum's reputation.
- This function supports Museum's attendance and audience development goals through the execution of marketing campaigns and outreach utilizing new and conventional engagement methods with earned and unearned media. Including digital media (i.e. social media platforms, website, email marketing, video), and traditional media efforts (print, broadcast, direct mail, public relations).

MANAGEMENT

- Take charge of staff by setting clear goals, agreeing upon and completing courses of action with others to improve performance.
- Adequately outlines scope of work. Completes timelines for deliverables and identifies accountability.
- Is generally knowledgeable of and guided by Employment Law and the contents of the Employee Handbook.
- Instructs staff so they learn and develop skills needed to achieve objectives.
- Thinks and plans to assign workload to subordinates proactively rather than reactively.

GENERAL

- Represent the museum at community and business meetings/events/functions related to the needs of the Executive Office.
- Assume responsibility for special administration, activities, events, programs or research projects as assigned.
- Attend board, staff, and committee and task force meetings as appropriate.
- Ensure the compliance of the agency with all appropriate legal and regulatory requirements of government agencies and funders as it relates to the development functions.

QUALIFICATIONS

- Bachelor's Degree in marketing, business or communication, or related field required.
- Proven record of success in fundraising (at least 10 years) that includes successful individual and corporate giving experience.
- Proven experience with membership services, marketing and events.
- Competence with MS Office Suite, including Excel, and fundraising software; Blackbaud donor database software experience a plus.
Ability to interact with board members, donors, community leaders and service organizations to promote our mission, vision and funding needs.
- Ability to keep multi-level projects on track with accountability to goals, tasks, timelines and a high degree of accuracy.
Skilled database management and successful history managing donor databases supporting effective, efficient information access, decision making and fundraising.
- Commitment to and working understanding of organizational core values.
- Demonstrate creativity, exercise sound judgment and think analytically.
A high degree of responsibility, initiative and professionalism.

ABOUT THE HEALTH MUSEUM:

The John P. McGovern Museum of Health and Medical Science (The Health Museum) was founded in 1996. It is the only museum in Houston Museum District dedicated to health and is the only Museum in Houston that has been awarded the Smithsonian Affiliate designation.

Interested in learning more? Please send your resume and cover letter to us at:
Lsellier@thehealthmuseum.org