

Museum London

Head of Marketing & Development

Museum London seeks an energetic leader for the newly established position of Head, Marketing & Development.

In the heart of Southwestern Ontario, Museum London overlooks the Deshkan Ziibi / Thames River, sits on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron, and serves the diverse people of this region by providing a safe place of belonging where communities can discover exceptional art, rich history and new possibilities.

As a community-minded, skilled, thoughtful communicator, passionate about the role of art, history, and culture to transform lives, you will play a lead role in developing and implementing strategies to communicate the impact of the Museum among the communities it serves and raise the profile of the organization. Working as part of a dedicated team, overseeing a small group of staff, and reporting to the Executive Director, you will participate in the revitalization of the Museum's brand identity and oversee marketing efforts.

Experienced in generating revenue through fundraising you will conceptualize, develop and implement plans to make meaningful connections with donors at all levels, and work to cultivate a culture of philanthropy throughout the organization that results in increased revenue from a variety of sources. Responsible for building relationships with existing and new donors, foundations, corporate donors and sponsors, you are motivated to set and achieve revenue goals in service of the Museum's vision and long-term sustainability.

Job Duties:

- Build and implement the Museum's fundraising and sponsorship strategy to achieve revenue goals, via direct asks, annual giving campaigns, fundraiser events and ongoing individual, corporate and foundation development efforts
- Lead Museum marketing and communications initiatives to promote programs and impact
- Work with Executive Director to inspire and support Board members to assist in the Museum's fundraising activities
- Lead and collaborate with staff to ensure coordination of fundraising efforts with ongoing marketing and communications initiatives
- Oversee the development and maintenance of donor acknowledgement programs and sponsor benefit packages, and ensure effective systems and accurate records and reports are maintained
- Cultivate, solicit and follow up with key planned giving and foundation giving prospects and their legal advisors and financial planners

- Develop understanding of target donor base and offer unique experiences to attract new donors
- Represent the Museum at events throughout the year and liaising with community organizations and institutions
- Collaborate on the preparation of grants, proposals, deeds of gifts, and contracts
- Lead, mentor, and supervise and evaluate a small group of staff, ensuring that staff have appropriate training opportunities
- Create, manage and monitor budgets in collaboration with the Executive Director and Management Team
- In collaboration with the Management Team, set and achieve annual goals for revenue generation through fundraising
- Provide timely and reliable information to Finance to ensure accuracy of projections
- Collaborate with Finance on tax receipting requirements for special events and individual giving to ensure compliance with CRA

Skills and Qualifications:

- A University or College degree/diploma in a related field; CFRE designation is an asset, but not essential.
- Keen interest in local and regional art and history, collections, art education and the role of Museums in communities
- Experience in fundraising including annual events, grants, sponsorship, individual giving and other gift solicitation strategies.
- Knowledge of fundraising systems, structures and procedures including Customer Relationship Management (CRM) and donor management software
- Demonstrated leadership skills and supervisory experience
- Outstanding communication and presentation skills to inspire the confidence and trust of donors and sponsors, volunteers, staff and Board members and community members
- Organized, self-motivated, detail-oriented
- Excellent written communication skills, including experience grant-writing, report writing and correspondence
- Excellent interpersonal skills, including diplomacy, confidentiality, tact, and teamwork
- Flexibility and ability to effectively manage multiple tasks and meet deadlines with solid planning skills and sound judgment
- Excellent analytical and problem solving skills
- Highly skilled in Microsoft Office Suite
- Strong aptitude in the digital environment
- Ability to work some evenings and weekends as required
- Commitment to inclusion, anti-racism, and equity

This is a full-time permanent position, working approximately 40 hours per week. The initial term of employment is a two-year contract which will be extended based on performance evaluation.

Compensation: Salary range \$75,000 - \$80,000, plus benefit package

Museum London is strongly committed to employment equity and diversity. We welcome all applications from racialized persons/persons of colour including Indigenous peoples, persons with disabilities, persons of all sexual orientations and gender identities, and others who may contribute to the further diversification of ideas. Accommodations for candidates are available on request for all aspects of the selection process.

Applications should be submitted directly to careers@museumlondon.ca. Include a cover letter explaining your interest and relevant experience as well as a CV. Those selected for an interview will be contacted. We are grateful to all applicants for their interest in Museum London.

Deadline: August 15, 2022 at 5 P.M. EST

For more information about Museum London's programs and services, visit museumlondon.ca

Museum London
421 Ridout Street North
London, Ontario, Canada
N6A 5H4
Phone: 1-519-661-0333