

**The Tacoma Art Museum (TAM)
Director of Development**

The Tacoma Art Museum is seeking an innovative fundraising strategist, relationship builder, and experienced manager to implement an aggressive contributed revenue program and endowment campaign for a leading art museum in the Northwest.

Tacoma Art Museum (TAM) is a public-spirited institution located in Tacoma, Washington on the Puget Sound. The Museum rests upon the land of the Coast Salish people, specifically the Puyallup Tribe of Indians, with whom there is a generous and welcoming partnership. TAM champions a dynamic and complex approach to art. Named by USA Today as one of the "Top 10 Great Places to See Art in Smaller Cities," the Museum has developed a reputation for presenting art in a thought-provoking yet accessible manner with a strong commitment to Northwest art. Founded in 1935, TAM has strong roots in the community. Along with five other nearby museums and neighboring University of Washington at Tacoma, TAM anchors Tacoma's lively downtown core.

TAM has served the community for more than 80 years and welcomed over one million visitors. The Tacoma Art Museum has an annual budget of approximately \$4.2 million, which is an austerity budget due to Covid-19 and less than its previous budget of \$5 million in 2019-2020. The \$4.2 million budget includes \$1.8 from contributed revenue and a \$30 million endowment. Since opening its new facility in 2003. Each year, TAM hosts approximately 60,000 visitors and presents 12-18 exhibitions accompanied by educational programs and publications. The museum's permanent collection features more than 5,000 works of art. Highlights include deep holdings of works by Northwest artists including the Northwest Mystics, studio art jewelry, the Haub Family Collection - one of the nation's top western American art collections, and one of the top five collections of studio glass in the country, including the world's largest retrospective collection of glass art by Dale Chihuly on extended view. The museum's educational and public programs include robust School Tours and Art After School, both integrated with local public school curriculum. TAM is also proud of their Teen Art Council. Every year TAM hosts at least four major free community festivals, weekly free access on Thursday Neighborhood Nights, and extensive ongoing weekly and monthly art making and community collaboration opportunities.

TAM's expanding footprint and collection have further established the importance of Tacoma to the growing region and solidified the Pacific Northwest as the nation's glass art epicenter. In 2014, the Haub Family Galleries opened, doubling exhibition space, adding a public art studio, sculpture hall, and covered plaza. In 2016, TAM received a significant acquisition from the Benaroya Family, as well as funds for construction of new gallery space, a care endowment, and a dedicated curator. In 2019, the Benaroya Wing opened with inaugural exhibitions casting a spotlight on the unique half-century story of the Pilchuck Glass School.

Additionally, guided by a 10-Year Collections Plan to represent the Northwest's diverse communities, TAM has acquired significant works by artists of color. Acquisitions of both historical and contemporary artists totaling more than \$1 million have been approved by the museums' trustees. During the next five years, the Collections Committee and the trustees have dedicated collection funds to collecting women and artists of color.

The Tacoma Art Museum established a Covid-19 Response Team to address the pandemic which resulted in TAM programming and marketing staff successfully and nimbly pivoting to online programming and increasing usage by 400%. In addition, the Museum hired diversity & equity consultants to review the policies and procedures of the Museum and create an anti-racist culture at TAM. At the end of their consultancy, TAM will hire a DEI Officer on staff.

About Tacoma

Located in the beautiful Pacific Northwest, Tacoma is known as the City of Destiny, a city that has always marched to the beat of its own drum. Close enough to Seattle to take advantage of everything a major metropolis offers, Tacoma is its own distinctly unique and actively engaged community with a clear love of the arts.

Diverse individuals and families continue to invest in Tacoma for its charming historic neighborhoods, schools, parks, waterfront, and amenities. You'll find the beaches and forests of Puget Sound ideal to bike, run, hike, and paddle – including the nearby Mount Rainier. In addition to sports, theater and other cultural offerings, Tacoma is home to a growing restaurant and pub scene that's made national press. The thriving Tacoma Museum District lines the downtown core and showcases some of the nation's best collections. Tacoma is a great place to call home.

PRIMARY FUNCTION

The Director of Development is a member of the Senior Executive team and provides the leadership, management and coordination for TAM's individual and institutional fundraising efforts, capital and endowment campaign and planned giving fundraising. She or he will drive acquisition and retention for all contributed revenue through both innovative and traditional methods. The Director of Development reports to the Executive Director of the Museum and works closely with the Chair of the Board and the Chair of the Development Committee and oversees a staff of four development professionals including the Associate Director of Development, Membership & Database Manager, Event & Sponsorship Manager, Grants & Development Communications Manager, and Development Services Manager.

The primary focus for TAM's development leader is to oversee the major gifts program and to develop and implement a system to identify, cultivate, solicit, and steward a portfolio of individual and institutional major donors and prospects to support an anticipated \$15 million endowment campaign in addition to annual fundraising goals. The Director of Development will play a central role in the expansion of the major gifts program through developing multi-year strategies that will encourage major donors and donor prospects to engage in a wide range of museum activities and will develop long term relationships built on a firm understanding of the donor's interests, passions and values.

Additionally, the Director of Development will execute the following responsibilities:

- Collaborate with the Executive Director and the CFO in the preparation of annual operating plans, campaign plans and budgets, incorporating fundraising projections into the budget of the organization;
- Develop long-term fundraising strategy in collaboration with the Executive Director; implement and document effective cultivation, solicitation, and stewardship strategies that aim to increase the number of donors and gift size as well as maximize retention;
- Effectively articulate the mission and impact of the museum to deepen relationships with donors, prospects, and high level supporters, as well as external stakeholders; maintain a thorough and accurate understanding of the museums programs and funding priorities to effectively connect supporters to funding needs;
- Work closely with the Executive Director and Development team to identify and develop strategies to build the major donor pipeline;
- Oversee the planned giving program and related events;
- Retain, recruit, and manage a team of development professionals with appropriate

balance of skills and experiences; establish work plans, performance objectives and goals, and regularly review performance; provide professional development and training opportunities to cultivate staff skills and professionalism;

- Manage personal relationships and conduct one-on-one visits with donors, prospects, and volunteers involved in major gifts relationships; solicit and secure restricted, unrestricted and endowment gifts;
- Facilitate participation and involvement of key stakeholders (Executive Director, trustees, volunteers, staff, etc.) in the donor cycle and ensures that they are trained and prepared to successfully solicit gifts;
- Orchestrate special events that boost institutional and individual fundraising efforts, including galas, openings, corporate and private gatherings, and campaign events;
- Work closely with campaign volunteers and the Executive Director in completing the museum's major fundraising campaign(s) to achieve the established targets and timelines;
- Coordinate, document, and monitor all donor prospect relationships to ensure positive and purposeful donor relations and ongoing engagement;
- Embraces Culture of Gratitude with colleagues and donors alike.

Qualifications

- 5-10 years of development experience, successfully soliciting gifts of over \$50,000 from individuals and organizations; campaign experience at arts institution or nonprofit;
- A deep appreciation of arts and culture;
- Ability to conceive, plan, and execute a major fundraising program including annual giving, planned giving, special events, and special projects/campaigns;
- Demonstrated skills in motivating, directing and managing staff and consultants; a good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan;
- Capable of connecting with donors, understanding their values, and inspiring support from a variety of constituent groups;
- Demonstrated ability to meet and exceed financial goals for major gift giving;
- Respect for the highest ethical standards and confidentiality of the donor;
- Ability to work independently, exercise initiative, and use discretion when handling confidential and sensitive information;
- Compatible commitment to the museum brand personality: innovative, passionate, civic-minded, gracious, approachable;
- Excellent oral and written communication skills;
- An understanding of fundraising systems and how data can be used to manage the fundraising process, enhance donor cultivation and drive fundraising priorities;
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

For more information please contact:

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