



Director of Development & Communications

A vibrant mid-size museum, the Wenatchee Valley Museum & Cultural Center (WVMCC) is a vital hub for creating community connections through creative programs, exhibits, and publications. Our mission is to gather, engage, and educate people to celebrate and preserve the history, arts, sciences, and rich diversity of our region. The WVMCC vision is to be a place of excitement and relevance that inspires and transforms the community.

The WVMCC seeks a dynamic Director of Development and Communications; a leader whose expertise has been honed over the years in planning, executing, evaluating, and succeeding in efforts to reach development and marketing goals – someone who stands on a solid foundation of experience, and is excited to be involved at a pivotal moment for organizational transformation. The Museum is entering an exciting phase in its history as we look to planning and launching a capital campaign. The person stepping into this position will play a pivotal role in transforming the Museum – its buildings, exhibits, and programs.

The Director of Development & Communications is responsible for creating, planning, and implementing strategies related to our membership program, individual giving, corporate and foundation support, and special events. The position also oversees planning and strategy for marketing and communications, including public and media relations, digital communications, outreach, key messaging, and brand experience. The work requires a high degree of collaboration, accompanied by creative thinking, vivid storytelling and leadership.

This position will partner with the Executive Director, Board, and other museum staff to identify, plan and execute both immediate and long-range diverse fundraising opportunities. One of the most important responsibilities of this position is cultivating and managing relationships with museum members, donors, board, community and media.

The Director of Development & Communications reports directly to the Executive Director and serves as a member of the Leadership Team. This position exerts visible influence on every aspect of strategy and community engagement. WVMCC is committed to enriching educational experiences and our community's culture, and the successful candidate will excel at working in a growing and diverse community.

Key Responsibilities:

- Cultivate and leverage strong relationships with key stakeholders – including the Museum's Board of Directors, funders, corporate partners, local leaders, donors, members, and the media.
- Create and execute the Museum's development plan, annual and long-term, to ensure sustainable funding through donations, sponsorships, memberships, and events.
- In partnership with the Executive Director, Board, and consultants, work on developing and executing an effective capital campaign strategy.
- Serve as the staff lead to the WVMCC's Board of Directors' Development & Marketing Committee, working closely with the Committee to reach annual and long-term goals.
- Work with the Board, Executive Director, and staff to ensure the Museum is top of mind in our community, with tourists, and with funders.

- In collaboration with the Executive Director and the Director of Operations & Special Projects, develop goals and strategic plans for growing the Museum's corporate, foundation and government funding.
- Lead a current team of two: Membership Coordinator, PR & Outreach Coordinator.
- Shape a broad understanding and acceptance of the value of marketing within the institution and foster a culture in which each department is supportive of the Museum's marketing goals.
- Lead the development and ensure delivery of WVMCC's communications strategy & plan, creating a bold vision for growing our reach and brand and building engagement across diverse audiences.
- Leverage the Museum's marketing and communications to gain wider visibility and increased visitation, and develop successful strategies for engaging the public through marketing.
- Oversee the creation of member, donor, fundraising, and cultivation events.
- Develop and manage the annual budget for marketing, membership, and development.

Characteristics of Successful Candidates:

- Balances strategic vision and performance. The ideal candidate is both a strategist and an operator, able to see how to achieve long-term goals while meeting day-to-day deliverables.
- Approaches this role with a "Big Tent" mindset, instinctively focuses on making the pie bigger for every stakeholder and attentive to what is needed in our region and as an organization.
- Passionate about cultivating productive, collaborative relationships inside and outside the Museum.
- Skilled communication strategist and communicator, with demonstrated expertise in development and communication strategy, content creation, and inspiring creativity in partners.
- A strong internal collaboration partner, who understands and creates a collaborative environment across departments. Actively listens to and seeks out staff input and develops methods for inclusion so that all internal stakeholders feel heard and valued.

Desired Skills:

The successful candidate is an energetic development and marketing professional who has experience working in museums, higher education, cultural, arts and/or heritage organizations, or nonprofit organizations. In addition, we are looking for the following skills and abilities:

- Ability to successfully engage and pursue development, funding, and giving opportunities.
- Ability to shape and ensure delivery of high-impact communications and events.
- A strong collaborator within and across teams, internally and externally.
- 3-5 years of experience in at least one of the following: development, fundraising, marketing/communications, external relations/advocacy; preferably at a leadership/management level position.
- Experience leading creative teams and managing staff.
- A keen sense of design, and the ability to communicate ideas simply and powerfully through writing and visuals to a diverse audience and stakeholders.
- Experience successfully managing multiple competing needs, interests, and personality types.
- Strong computer skills. Regular use of Word, Excel, WordPress, Photoshop, design/ layout software, and CRM databases.
- Experience using data, creating reports, and combining different data to tell a story.
- Experience with capital campaigns is highly desired.
- College degree in a related field is desired.

- Bilingual – Spanish/English – is desired.

This is an exempt, at-will position, with an annual salary range of \$66,000 – 78,000. Salary is dependent on experience. This position will require the ability to work some weekend and evenings as needed. This is a full-time salaried exempted position.

Museum benefits for this position include paid vacation/sick/holiday time off, a health care stipend, a SIMPLE IRA plan with employer matching, opportunities for professional development, and the potential for some flexible scheduling and telework.

Please email to mthornock@wvmcc.org, in PDF or Word format, the following: (1) resume; (2) letter of interest describing your interest in and fit with this position; and (3) contact information for three professional references. Please include Director of Development & Communications in the subject of your email.

For optimal consideration, please submit your application materials by January 20th 2022. Review of resumes will continue until position is filled. All applications submitted will be treated with confidentiality. The ideal start date is March 2022 or earlier.

The Wenatchee Valley Museum & Cultural Center is committed to creating a diverse environment and is proud to be an equal opportunity employer. The WVMCC strictly prohibits and does not tolerate discrimination against employees and applicants because of race, color, religion, creed, national origin or ancestry, citizenship, ethnicity, sex (including gender, pregnancy, sexual orientation and gender identity), age, physical or mental disability, veteran status, marital status, use of a trained service animal, or any other characteristic protected under applicable federal, state, or local law.

Employment at WVMCC is contingent on the verification of background information submitted by the applicant, including the completion of a criminal record check and education, when applicable.