

BUFFALO BILL HISTORICAL CENTER
JOB DESCRIPTION: DIRECTOR OF INSTITUTIONAL ADVANCEMENT
Date: 11/15/11

Objective:

The Director of Institutional Advancement is responsible for the day-to-day operations of the Development Office and Marketing/Public Relations Department of the BBHC. In that capacity the incumbent provides general direction to all staff in the division and provides tactical as well as strategic direction for the division. The Director of Institutional Advancement also carries a portfolio of 100 to 150 major donors and works to ensure that the major donor portfolios of Senior BBHC leadership and Curatorial staff are managed for the benefit of the institution

Level of Responsibility:

-Reports to:

Executive Director

-Supervisory duties:

Supervises Institutional Advancement staff to include major gifts, membership, annual fund, grant administration, data base maintenance and administrative assistance, temporary staff, interns, and volunteers as well as the communications staff functions of the Center including marketing, public relations and advertising ,

Essential Functions:

1. In collaboration with the Trustee Advancement Committee, leads Institutional Advancement strategy for the BBHC.
2. Leads Institutional Advancement Division to include Development, Marketing, Public Relations and Graphics.
3. Provides key leadership to the Division Directors Group with active coordination between Institution Advancement and other BBHC departments.
4. Supervise the Major Gifts and Planned giving functions of the BBHC defined as all donors who give \$1,000 or more annually or \$5,000 to a major campaign. This includes the direct supervision of paid and volunteer staff who works with Major Gifts and Planned Giving. (Currently 300 donors and 3 FTE paid and volunteer staff)
5. Supervise day to day operations of the Annual Fund responsible for generating \$500,000 annually (Currently 500 small gift donors and .5 FTE staff)
6. Supervise the day-to-day operations of the Membership program responsible for generating \$500,000 annually (Currently 5,200 members)
7. Supervise the day-to-day operations of the Special Events program responsible for generating \$250,000 net annually (currently xx events)
8. Supervise the day-to-day operations of the development and special events support staff including all of the database and administrative functions of the department (currently 2 FTE)
9. Supervise day-to-day operations of the grant and foundation activities of the Center responsible for submitting over \$1,000,000 in proposals annually (1 FTE)

Essential Skills

- Communicates well verbally, and in writing, including the ability to write for publication and to speak on behalf of the Buffalo Bill Historical Center to large and small groups and one-on-one.
- Effective change leader; innovative.
- Serves as a major member of the center's management team, the Division Director's groups. Must possess the ability to promote and execute on plans and goals.
- Has fundraising database skills as well as basic computer skills.

- Projects a positive professional image.
- Exhibits management skills including employee supervision and budgetary development.
- Demonstrates effective and efficient work habits and organizational skills.
- Plans and executes complex projects and collaborates with other staff members and departments.
- Develops and maintains friends and supporters for the Buffalo Bill Historical Center.
- Leads, motivates, and collaborates with Board of Trustees and Advancement Committee of the Board. Works collaboratively with all trustees and Advisors

Operational Activities:

- Establish and implement annual and tri-annual advancement plans that meet the goals and objectives outlined in the Buffalo Bill Historical Center Strategic Plan.
- Leads marketing initiatives to support enterprise and advancement objectives
- Identify, cultivate, solicit and expand upon relationships with major individual donors, corporations, and foundations.
- Identify, cultivate, solicit and expand planned giving prospects and donors.
- Produce division reports as necessary to track progress against goals and benchmarks to support the case for donor engagement and investment and the case for brand and audience advancement.
- Work collaboratively on fundraising with Executive Director and other staff to define priorities and articulate messages to donors.
- Direct Marketing Manager or Marketing Consultant to create a communications strategy that supports overall development goals designed to advance programs and priorities of the institution.
- With the Executive Director serve as a key liaison with the Buffalo Bill Historical Center Board of Trustees and Advisory boards.
- Provide leadership, direction, and management for the Institutional Advancement Division and the organization, creating a professional environment of respect, motivation, and productivity.

Standards of Performance:

Successful performance of the responsibilities listed above will be determined by:

- Execute strategies for Development and Marketing envisioned by the BBHC Strategic Plan.
- Successful development, presentation, and implementation of the development and major gifts plan.
- Success of results against development and major gifts plan demonstrated by outcome and output measures.
- Performance of the staff of the Institutional Advancement Division relative to the institutional mission and plan.
- Timely submission of annual performance evaluations of the Buffalo Bill Museum staff as directed.
- Adherence to BBHC-wide policies and procedures.

Classification:

Director of Institutional Advancement is an exempt position (not eligible for overtime). Sometimes this position will require working evenings or week-ends. Travel between 25 and 50% of the time is also required.

Qualifications:

- Minimum of Bachelor's Degree. A Master's Degree in Business, Development or a related area is desirable.
- Three years' experience managing Institutional Advancement.

- Comprehensive and detailed knowledge of fundraising.
- A record of demonstrated success in obtaining major gifts.
- Knowledge of marketing, public relations and diverse media.
- Seven years of advancement experience.
- Strong software skills in Microsoft Office Suite. Knowledge of Raiser's Edge or other development data base is preferred.
- Excellent written and verbal communication. Substantial public speaking ability and experience.
- Must be energetic and creative
- Experience working with advisory or other volunteer board.