

Assistant Director of Development and Communications

American Precision Museum, Windsor, Vermont

About the American Precision Museum

The American Precision Museum (APM) inspires new generations of innovators by connecting immersive programming with the rich history of manufacturing in America. The museum combines the atmosphere of an original 19th century factory building with a world-class collection of historic machines side-by-side with working 21st Century machine technologies found in today's advanced manufacturing environments. Housed in a National Historic Landmark building in Windsor, Vermont, APM's 4,000-square-foot exhibit space, education programs, events, and online resources explore industrial history and the evolution of manufacturing technology in the context of innovation, creative problem solving, and the impact of precision manufacturing on American history and culture.

Position Overview:

The American Precision Museum seeks a dynamic development and marketing professional to co-lead the museum's advancement efforts with the museum's leadership team. The museum recently completed a five-year strategic plan that includes major expansion of the museum's exhibit and education spaces and a new suite of programs to support older youth, teens, and adults in STEM learning opportunities and reach a broader public to share our story of the history of innovation. The Assistant Director of Development and Marketing will work closely with the Co-Executive Director to strategize, implement, and manage development and marketing efforts supporting the museum's ambitious goals for growth. As the museum prepares for its next phase, this position will be a key member of the team building on APM's history and legacy to launch the museum into a new phase of engagement, relevance, and impact.

The ideal candidate for this position will be a passionate communicator with a breadth of development and marketing experience in cultural organizations. They will be a thought partner and natural collaborator who loves working for growing organizations that are mission-based with clear visions and impactful values. They believe in teamwork, are agile, and bring high energy, a positive, "can-do" attitude, flexibility, and attention to detail to their work. They strive when given opportunities to move strategic thinking and planning to concrete steps, processes, and actions.

Key Roles and Responsibilities

Broaden museum's membership and donor base

- Implement creative strategies to build and sustain strong membership program.
- With Co-Executive Director, identify and implement strategies to expand, cultivate, and steward individual donor base.

Launch and manage capital campaign

- With senior leadership and Board volunteers, launch and manage multi-million dollar capital campaign.

Oversee marketing and communication efforts

- Work with internal staff and outside vendors and consultants to develop and implement strategies to communicate museum's impact and build brand awareness among local and regional audiences, and industry and educational partners.
- Manage marketing efforts to promote museum programs and increase visitation.

- Develop and advance an online presence and leverage social media for institutional and programmatic marketing efforts and communication needs.
- Oversee the design and preparation of print and email marketing materials.

Implement annual calendar of donor cultivation and fundraising events and member programs

- Lead the planning and execution of successful fundraising and donor cultivation events.
- Oversee and grow the annual fund campaign.

Grow museum's planned giving program

- Design and implement strategies to grow the museum's legacy giving program, including strategies for educating prospects and communication needs and opportunities.

Build relationships and partnerships with local business and community leaders

- Lead relationship building with local businesses and community leaders, and local cultural and civic organizations.
- Expand museum's community outreach efforts and create new opportunities for partnerships with local businesses, and cultural organizations.

Support development team colleagues, and Trustee volunteers

- Provide guidance, resources, and support needed for team's success in corporate relations and corporate giving program, major gift solicitation, and grants and sponsored projects development.
- Coordinate activities and goals with Trustee development committee.
- Support communications with Board members and logistics of Board meetings.

Oversee management of development activities, resources, and budget

- Help prepare and manage the Development Department's budget.
- Provide management oversight for direct report(s).
- Support the development committee and other volunteer fundraising activities.
- Cultivate environment of high ethical standards for fundraising activities among staff and trustees.

Essential Experience and Skills:

- 5+ years of experience in non-profit development and fundraising, including demonstrated success in planning, managing, and securing funds, a track record of meeting fundraising goals and building donor base, and fundraising event planning and execution.
- 3+ years demonstrated experience managing marketing and communication needs.
- 2+ years of supervisory experience and a demonstrated ability to build, manage, mentor, and motivate an effective team.
- Demonstrated experience with capital campaign planning and developing case statements.
- Demonstrated commitment to pursuing equitable access to cultural institutions for all.
- Excellent written and oral communication skills, and research skills are essential.
- Strong project management and time management skills with attention to detail, and the ability to manage multiple projects simultaneously.
- Strong interpersonal skills, along with the ability to interact positively with all levels of the organization, and with business leaders, community members, and other constituencies.
- High degree of computer literacy and technological savvy, including ample experience with CRMs.

- Ability to set priorities, problem solve, and make independent decisions.
- Impeccable discretion and an adaptable and collaborative approach.

Preferred Experience and Qualifications

- Professional experience in museums or other cultural institutions will be highly valued.
- Demonstrated success identifying, cultivating, soliciting, and stewarding major gift donors.
- Demonstrated success at building digital and social media engagement and communication across multiple channels; use of analytics to improve social media campaigns and engagement.
- Experience developing member base and strategies for member engagement.
- Experience developing press releases, press relations, and other PR related activities.
- Familiarity of non-profit landscape and giving in VT, NH, and/or Upper Valley.
- Familiarity with business community and cultural landscape of Upper Valley region of Vermont and New Hampshire.

Position Specifics, Expectations, and Working Environment

- Employment category: Full-time, exempt.
- Supervisor: Reports to Co-Executive Director
- Supervises: Development Associate and contractors.
- Typical hours: Monday-Friday, 9am to 5pm.
- Must be available for occasional weekend and evening programs, events, and meetings.
- Hybrid Schedule: Must be on-site at least 3 days/week.
- Travel: Position may involve frequent local travel and occasional overnight travel.

We expect all members of the APM team to support and respectfully interact with others; promote a positive, healthy, and productive work environment; and continue to expand their understanding of Diversity, Equity, Accessibility, and Inclusion best practices.

Compensation and Benefits

This is a full-time, exempt position, with a salary range of \$65,000–\$70,000 based on experience. We offer a comprehensive benefits package and a family-friendly schedule.

To Apply

Applications should be directed to the attention of Greg DeFrancis, Co-Executive Director. Email a resume and letter of interest to gregd@americanprecision.org. We will review applications on a rolling basis until the position is filled. We seek to have the position filled by late winter, 2024.

APM is committed to building a community that is inclusive and represents a vibrant diversity of background, experience, perspective and thought. Candidates across all markers of identity (age, race, gender, ability, communication styles, etc.) are encouraged to apply. If you see yourself and your skillset in the majority of the above, please apply— you just might be a great candidate for this role even if your experience doesn't perfectly match the job description.