



Celebrating the Art of Ceramics

## **Chief Development Officer**

*Paramount for the Future of the Museum*

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The Gardiner Museum is about to embark on a two-year “leap” forward that, building on its considerable momentum, will position it as one of the world’s foremost specialty museums. Underpinning this dynamic growth is an increase in revenue, including through an expansion of its development area - a reorganization that begins with the hiring of a Chief Development Officer.

*Part of the Executive Team*

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Reporting to the Executive Director & CEO, the Chief Development Officer (CDO) directs all of the Gardiner Museum’s advancement including securing sponsorships and philanthropic donations for exhibitions, special events, capital projects, government grants and other Gardiner initiatives. As well, the CDO takes the lead with stewardship activities relating to all the Gardiner’s key stakeholders including donors, patrons and members (known as “friends”) and the cultivation of prospective donors, patrons, and sponsors over an extended period of time, beginning with their identification and ultimately direction to particular development opportunities. This includes the Museum’s growing Young Patrons Circle. The CDO forms and executive group reporting to the Executive Director comprising the Chief Curator and Chief Operating Officer. The Development area of the Gardiner Museum is responsible for raising over \$1 million a year - including membership - of an approximately \$3.5 million total museum revenue (the balance from approximately \$1 million year from the Museum’s endowment and from earned revenue including admissions and commercial activities.) Additionally, there a special and capital projects annually that may have campaign goals of up to \$1 million. The expectation is that our new CDO will be able to increase our baseline fundraising by at least 10% in the next two years.

*New Position*

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The Gardiner Museum is establishing a CDO position by transforming an existing position, Senior Manager Development and Programs, into a role solely-focused on fundraising. The Museum while successful with development believes that by doing this, the growth potential for fundraising at the museum can be realized, a potential that is likely greater than that for admissions revenue or earned income through the shop or rentals. As part of this growth, expanding the Gardiner’s membership base, attracting younger patrons, and being able to communicate the Gardiner’s new, dynamic brand to corporate sponsors will be essential. The CDO will have a proven track record of attracting and securing major gifts and sponsorships.

The CDO has two direct reports:

A *Membership & Volunteer Manager* implements all activities related to the acquiring and retention of “friends” at all levels, including Individual to Patron Circle Gardiner memberships. This includes member engagement events, reciprocal benefits, and member communications. This manager also acts as the liaison to a particular group of members, the volunteers who, among other activities work at the front desk, in the shop, in the library, and act as gallery guides.

A *Special Event Manager* manages all fundraising events including the annual major fundraiser, the *12 Trees* gala and related exhibition, the Young Patrons Circle annual event *SMASH*, and all Patron Circle events including exhibition openings and connoisseur group excursions.

Both managers work closely with the Program Manager who reports to the Senior Manager Education & Programs, in the curatorial department, and who produces lectures and other events for the general public, as well as Gardiner Friends.

#### *Ideal Candidate*

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The successful candidate for the CDO position will have at least seven years of experience with fundraising, ideally in a cultural institution, and believes she or he has an important future in this sector. Excellent organizational skills are required, as are the interpersonal communication skills that all high-achieving development professionals exhibit. It’s expected that there is expertise with all the traditional aspects of fundraising including prospecting, writing proposals and delivering presentations, events planning, relationship management, and longer-term stewardship. While the Museum isn’t linked to any level of government directly, 14 – 18% of annual funding comes from the City of Toronto, Province of Ontario, Ontario Arts Council, Canada Council and federal project grants, often from the Department of Canadian Heritage. Maintaining good relations with all public sources of funding is required, as is the ability to administer the complexities of the various application processes. As well, being able to work with volunteers, who represent an important donor base for the Museum, is assumed.

Very important for this position given the growth that is being targeted is an entrepreneurial ability, an understanding of appropriate innovation in the cultural sector in terms of attracting and stewarding donors and corporate sponsors. The successful candidate must work creatively with the strategic plan of the Museum to achieve development objectives – the benefit of being in a small but relatively well-funded Museum, one that isn’t a government agency is that latitude for innovation. The ability to conceptualize an initiative, connect it with a funder, and see it realized can happen quickly and with few people involved.

The Gardiner Museum’s strategic plan identified the qualities of vital and audacious as key attributes, and the CDO must embody these in their approach to development activities. As well, given the relatively small size of the Gardiner Museum’s staff group, approximately 25 people, the ability to work cooperatively is essential.

The CDO is an ambassador for the Museum, and represents the Museum in many contexts, not only with potential donors and sponsors. The ability to connect, use the Museum network of contacts, and to interact and present well, are important attributes.

*Application and Recruitment Process*

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Application Deadline: Wednesday, February 15, 2017 at 5 pm

Interviews: week of March 6, 2017

Start Date: on or before April 17, 2017

Salary: Commensurate with experience

Term: Full-Time

To apply candidates should submit a letter of interest and CV in a single PDF document by Wednesday, February 15, 2017 at 5 pm to [hr@gardinermuseum.com](mailto:hr@gardinermuseum.com). Please reference "Chief Development Officer" in subject line. No phone calls or visits please.

For further information and a full job description including duties and required skills, please refer to our website [www.gardinermuseum.com](http://www.gardinermuseum.com).

The Gardiner Museum is an equal opportunity employer. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

**Supervisor/Manager:** Executive Director and CEO

**Duties:**

Responsible for directing all of the Gardiner Museum's advancement including securing sponsorships and philanthropic donations for exhibitions, special events, capital projects, government grants and other Gardiner initiatives.

- Corporate sponsorship – responsible for identify and securing gifts of sponsorship for exhibitions, events, publications, programs, education, and special projects as needed. 25%
- Major Gifts – responsible for identifying prospects and securing major gifts of over \$5,000 for specific programs or exhibition support, and planned giving. 15%
- Membership – oversees all Gardiner Friends activities from General to Founder's Circle, including acquisition, retention, communications, Patron Connoisseur Group, and stewardship events. Defines the membership strategy and tracks statistics related to members. 15%
- Event Management – oversees planning and coordination of special events, including annual 12 Trees and one-off fundraising events. Coordinates Director's Dinner. 15%
- Foundation support – responsible for identifying and securing gifts of support for exhibitions, events, publications, programs, education, and special projects as needed. 15%
- Government support – responsible for all operating and project support from every level of government including City of Toronto, Province of Ontario (Community Museums Operating Grants), Ontario Arts Council, Canada Council and Department of Canadian Heritage. 10%
- Staff Management – manages two positions with the Development department and creates annual departmental strategy to achieve goals. 5%
- Volunteer Management – acts as senior management liaison to the Gardiner Volunteer Committee. 5%

**Skills (7-10 years of experience required)**

**Thinking Skills**

- Develop annual fundraising strategy taking into account past donors, new prospects, and with consideration for the donor pipeline.
- Ability to identify a new opportunity/prospect and act on it.
- Ability to research corporate/foundation/government funding opportunities and build individual donor profiles
- Ability to balance multiple priorities and deadlines

**Business Skills**

- Ability to develop and maintain a list of prospects
- Database experience with Raiser's Edge (input, queries, reports, etc.)
- Ability to develop, monitor and report on departmental budget
- Proficiency with Microsoft Office projects

- Presentation skills

#### **Technical or mechanical skills**

- Writing skills for solicitation letters, sponsor proposals, and government grants
- Event coordination skills for high-profile special events, cocktail receptions, lectures, museum-wide celebrations, among others
- Calendar management and planning

#### **Interpersonal/People Management skills**

- Excellent written and verbal communication skills
- Ability to communicate easily and effectively with individual donors, corporate and foundation representatives, and government officers
- Negotiate agreements with corporate sponsors and in-kind sponsors
- Build relationships with donors and key stakeholders to encourage long-term commitments to the Gardiner
- Effectively manage, coach, and develop the skills of the Special Events Manager and Membership & Volunteer Manager
- Maintain good relationships with GVC and other volunteers (Board, 12 Trees, ad hoc committee members, etc.)

#### **Bona fide education licenses or degrees required**

- Post-secondary degree in related area
- CFRE (preferred)
- Graduate degree (preferred) MA/MBA in arts/cultural management, museum studies or non-profit management

#### **Working conditions**

N/A

#### **Control**

- Control of Development budget \$300,000
- Control over annual fundraising target \$1,000,000 - \$1,500,000 including government grants
- Line manager for Special Events Manager and Membership & Volunteer Manager

#### **Special conditions of employment**

- Weekend and evening work required for events, at particularly busy periods, to complete day-to-day administration of the department