



**Development Director  
Escondido Children's Museum**

**JOB ANNOUNCEMENT**

***ORGANIZATION OVERVIEW***

Mission:

The mission of Escondido Children's Museum (ECM) is to inspire children to learn about our world through exploration, experimentation and imagination.

Core Ideology:

- Children need a special, attractive, safe place where they can do what they do best, learn through playing.
- Children, families and the community benefit from "family learning," in which families spend time together with fun and educational activities.
- Interdisciplinary and hands-on learning cultivates children's multiple interests and abilities.
- Teaching children to respect and celebrate cultural diversity helps them understand themselves and builds bridges to understanding other places and times.

Vision:

ECM fills a community need by offering a wholesome, educational and appealing gathering place for families, schools and other groups that serve children. ECM programs and exhibits cultivate school readiness and lifelong learning as only a children's museum can. ECM affirms diverse children as they develop and helps them understand the world they will inherit.

For additional information about ECM, please visit [www.escondidochildrensmuseum.org](http://www.escondidochildrensmuseum.org).

***POSITION OVERVIEW***

An exciting opportunity exists for a motivated and dedicated individual to become the Development Director for ECM. Reporting to the Executive Director this position plans, coordinates, controls, supervises and participates in all aspects of the fundraising, development, marketing, and public relations efforts. Serves as a member of the senior management team, playing a key role in charting the museum's future, while fostering accountability for meeting its annual operating goals within and across departmental boundaries. Has exposure and involvement with the board of directors, strategic partners and volunteers, and museum staff across all departments. Assumes major impact on financial resources and visibility within external and internal communities. Sets earned and contributed income strategies and establishes goals and objectives institution-wide and for department.

This is a challenging position requiring senior-level, related nonprofit professional experience, motivation and maturity, administrative and management skills, a high level of personal integrity and a passionate commitment to meeting the needs children who are learning to make sense of their world through exploration.

### ***ESSENTIAL FUNCTIONS & RESPONSIBILITIES***

Leadership: With accountability to the Executive Director responsibilities have both strategic and operational components. Strategically, the Development Director, in partnership with the Executive Director, must create and reinforce a compelling, shared vision for the future direction of the organization; build understanding and effectively communicate the current mission to external and internal stakeholders and develop appropriate, solid fundraising strategies and goals to advance the mission. In operations, the Development Director has the responsibility for the leadership of the museum's income and revenue.

The Development Director must be a leader with the ability to model, communicate and inspire others about the mission of the ECM. The Development Director must have the ability to translate ECM's goals into high quality, successful strategies and for income generation.

Fundraising: Responsible for the ultimate success of all fundraising activities of ECM:

- Creates, plans, implements and evaluates annual fundraising plan including short- and long-term fundraising strategies and goals
- Works with Executive Director and board committees to develop and implement fundraising strategies for earned and contributed income including private and foundation grants, corporate and individual gifts for annual fund (including major gifts), membership drives, special event and event-focused fundraising campaigns
- Identifies, fosters and maintains relationships with board members, major donors, ambassadors, key volunteers, collaborative partners, corporate sponsors, foundations, government agencies, members, advocates and fundraising event participants
- Develops and supervises cost-effective fundraising initiatives and events
- Serves as primary staff for strategizing and developing grants for government agencies and foundations
- Develops short-term and long-term strategies, policies and procedures for the museum's development efforts, including donor recognition and sponsorship policies and guidelines
- Establishes procedures and systems for prospect tracking, mail list maintenance, and donor communication system, ensuring effective maintenance and use of the donor database
- Recruits and trains fundraising and marketing volunteers
- Provides liaison support to the board of directors' fundraising and marketing committees

Marketing and Public Relations: Participates in the design and implementation of the annual marketing and communications strategies for ECM and manages key initiatives:

- Oversees the development of marketing strategies that drive annual increases in admissions revenue
- Designs and develops strategy to produce quality collateral materials for all aspects of the museum
- Manages ECM's external relations with public, private and philanthropic sectors

- Manages the delivery of ECM's marketing and communications strategy
- Works with community organizations, other social service agencies, media and vendors
- Fosters relationships with the media
- Performs as a spokesperson for the organization
- Cooperates with other ECM staff to publish newsletters and viral e-mail campaigns

Financial Management: Develops the ECM's fundraising and event budgets and operates within the approved budget.

Personnel Management: Provides leadership, encouragement and support to other employees of ECM, interns and volunteers to achieve the organization's objectives.

Board Development: Works with the Executive Director and board to identify and recruit new members.

Volunteer Engagement: Responsible for recruiting and ensuring a welcoming, engaging and productive environment to mobilize the talents and resources of people who want to assist ECM.

Program Services: Develops and communicates ideas and strategies for consideration regarding the planning and development of ECM programs, exhibits and services – especially as it relates to collaborative opportunities with donors/sponsors. Manages ECM's participation in the collaborative partnerships and community outreach.

## ***CANDIDATE REQUIREMENTS***

Education: Bachelor's degree in nonprofit management, education, business or public administration, social sciences or science, marketing, communications or a closely related field. Master's degree in related field highly-desirable.

Experience: The successful candidate ideally will demonstrate a commitment to the ECM mission, as well as extensive knowledge and competencies in the following:

- Minimum of 5-8 years of progressive fundraising and development experience
- Fund development strategy and execution through identifying, cultivating and maintaining donors resulting in a healthy diversified financial support of at least \$1M
- Identifying and developing collaborative partnerships for program and fundraising enhancement
- Development of marketing, public relations, media and new media campaigns and elements
- Public speaking, presentations and media interview opportunities
- Board and committee management, development and cultivation
- Experience working with individuals from diverse cultural, ethnic, economic, educational, age and gender backgrounds
- Excellent organizational, interpersonal, written, verbal and public speaking communication skills
- Ability to plan and execute complex projects
- Supervisory experience, preferably a member of senior management

Other: Excellent computer and IT skills with proficiency in Microsoft Word, Excel, Publisher, PowerPoint and Outlook and in managing a fundraising database. An appreciation of museums and the children's museum culture.

## ***DETAILS***

Compensation: The ECM Development Director position offers a competitive salary and benefits to be negotiated with a successful candidate commensurate with experience.

Status: The position is full-time, salaried and requires some work on evenings and weekends for special programs and events.

Location: ECM is located in the California Center for the Arts, Escondido within historic Grape Day Park, in Escondido, California, within San Diego County.

## ***APPLICATION PROCEDURES***

To be considered for this position, please send resume, salary requirements and a detailed, thoughtful cover letter describing your skills, experience, qualifications and interest in the position and the nonprofit sector in confidence to:

E-mail: [jobs@escondidochildrensmuseum.org](mailto:jobs@escondidochildrensmuseum.org)

Subject Line Reference: Development Director

**Application deadline is Monday, February 16, 2010.**

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