



3537 Zenith Ave S
 Minneapolis, MN
 55416-4623

PHONE 612.926.3878
 FAX 612.927.7265
 WEB thebakken.org

POSITION TITLE: DIRECTOR OF ADVANCEMENT

Department:	Advancement		
Classification:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Hourly	<input type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> Salaried	Weekly Hours: <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time hours
Reports To:	Executive Director		

POSITION OVERVIEW

Reporting to the Executive Director, the Director of Advancement is responsible for providing strategic leadership in advancement strategies for organizational growth and facilitating a culture of philanthropy. The Director of Advancement will build relationships with corporate and individual funders, is responsible for meeting development goals, and will oversee the museum's marketing efforts. The Director of Advancement directly supervises the Associate Directors of Marketing and Development. This position serves as the liaison to the External Relations Committee comprised of board and community members.

ESSENTIAL DUTIES AND RESPONSIBILITIES

**Weight
Percentage**

Fundraising

75%

- Develop and execute both The Bakken's annual and long range fundraising plan and goals including the creation of a fundraising plan that accomplishes the goals of overall museum strategy.
- In collaboration with the Executive Director, other staff, and museum Board of Directors, secure financial support from individuals, foundations and corporations.
- Develop and maintain ongoing relationships with major donors in own portfolio as well as working with the Executive Director and key board members.
- Ensure proposals and reports for all foundation, corporate, and individual gifts are created and tracked.
- Create and execute strategies for a large sustained base of annual individual donors.
- Leads the museum's moves management process from prospect research, cultivation, solicitation, and stewardship.
- Train and mentor board, staff and volunteers on fund development and the culture of philanthropy.
- Ensures all donor communication, data management, and fundraising operations are being executed at a high level.
- Actively participate and provide leadership in the organization's fundraising events.

Marketing/Public Relations

15%

- With input from other museum leadership staff, develop and support a comprehensive marketing and communications strategy that improves our brand recognition and grows our audience.
- Assist the Associate Director of Marketing to develop, coordinate and publicize special events to generate positive awareness and support the museum's earned revenue objectives.



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- Represents the museum to diverse stakeholders including board members, donors, corporate partners, and general public.
- Provides leadership to all marketing and public relations efforts.

Strategy and Communications

10%

- With Executive Director and other museum senior leadership, develop and support museum's short and long term strategic goals.
- This position plays a critical role in partnering with other departments and must fully understand museum exhibits, programs, and events in order to effectively foster community support.
- Effectively communicate departmental goals and progress with museum staff and Board of Directors.
- Identifies opportunities to streamline or improve current practices or systems.

Other duties as needed or required.

CORE COMPETENCIES

Commitment to Diversity

Eager to work effectively with other employees, partners and participants without discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, disability, age, family composition, marital status or socio-economic status. Committed to opportunities to support cultural diversity in the workplace.

Commitment to Service

Responsive to the needs and requests of the museum's visitors, event guests, and organization partners. Extends courtesy, friendliness and overall respect to others.

Interpersonal Communication and Teamwork

Listens well and is open to others' perspectives. Develops strong working relationships and values them as critical to effective work.

Initiative

Demonstrates willingness to make significant contributions with little direction. Voluntarily starts projects. Exercises good judgment and independent actions when appropriate.

Flexible

Adaptable and responsive to change. Able to respond to requests in a timely manner.

SUPERVISION EXERCISED

Associate Director of Development, Associate Director of Marketing, and Administration and Development Coordinator

POSITION REQUIREMENTS

1. BA (required), MA or other advanced degrees a plus, CFRE preferred.
2. 7+ years experience in all aspects of nonprofit fund development with a proven track record for increasing contributed revenue.
3. Demonstrated excellence in strategic leadership, organizational, managerial, and communication skills.
4. Museum fund development experience a plus.



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5. Experience working with marketing and public relations in a nonprofit setting preferred.
6. Familiarity with a philanthropic community of the Twin Cities area, especially major corporate partners a plus.
7. Knowledge and ability to use Raiser's Edge or similar CRM software required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Ability to stand/sit for up to 8 hours per day
2. Ability to move through and access all areas of the buildings and grounds including stairs, indoor/outdoors areas, and small spaces.
3. Ability to physically manipulate computer and AV components, office files, and similar equipment related to an office environment.

TRAVEL

Limited travel within the 9-county Metro area.

The above statements are intended to describe the general nature and level of work performed by the staff member assigned to this position. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.