

Michigan Women Forward

POSITION DESCRIPTION

Position: Director, External Engagement, Michigan Women Forward/Museum & Hall of Fame

Reports To: Chief Executive Officer

General Description:

Position Summary: The Director, External Engagement, Michigan Women Forward/Museum & Hall of Fame (MWF/MHF) , located in Lansing, Michigan, is responsible for stewarding the brand as well as external and internal communications strategies; developing and executing marketing initiatives to increase awareness and financial support of the museum and HERStory programs; serving as a spokesperson and representative for the organization; developing strategic partnerships; managing public affairs, public relations, and overseeing traditional and social media communications. As a member of the senior management team, this individual participates with the President and CEO, and other senior managers to help chart direction, assure accountability to all constituents, and ensure effective operations. The ideal candidate will have a strong background and demonstrated passion for women's history or women's studies.

ESSENTIAL RESPONSIBILITIES:

- Develop, oversee, and manage a successful strategy for aligning all external communications, marketing strategy, branding, influence, and promotional efforts to enhance the Museum and Hall of Fame image and position, and to increase awareness and understanding within the marketplace, with target constituents, and with the general public, collaborating interdepartmentally with senior staff.
- Grow existing and develop new relationships and support for the Museum and Hall of Fame with grant-writing efforts and serve as a figurehead of the museum, attending fund-raising events and representing the museum to potential donors.
- Develop a successful strategy for making the annual Hall of Fame Induction Ceremony aligned with its fundraising and public relations goals.
- Assist in the identification, cultivation and solicitation of corporate, foundation and individual prospects in order to support grant making, and program initiatives.
- Manage and oversight responsibility for the planning, implementation and analysis of the annual signature fundraising event.
- Develop and implement mission related special events and programs to cultivate ongoing interest and support in all elements of HERStory and a plan to reinvigorate sustaining memberships that attract new supporters.
- Work closely with development director and other staff to help create print, electronic, and oral materials to support fundraising initiatives, including appeals, campaigns, and events.

- Work with MWF to ensure branding and other desired positioning and messaging consistency in all print, electronic, and oral materials, including in the educational outreach and all other program areas.
- Collaborate with statewide development teams to incorporate sponsorships into the overall organizational strategy.
- Work with Historical Collections consultants and implement best practices in the care of the museum collections.
- Create and launch dynamic new vehicles to communicate and promote the Museum and Hall of Fame initiatives and events.
- Develop and oversee short- and long- term budget plans for marketing and communications efforts.
- Working closely with the President and CEO, serve as a liaison to the Board of Directors, providing regular opportunities to connect board members with the work, share news and information to enhance each Board member's capacity to serve as ambassadors.
- Anticipate and develop communications resources, policies, and competencies to respond to emerging issues and crises.
- Keep up-to-date on media, marketing, and communication industry trends and developments, in order to address and advise the President and CEO, Board, and senior staff regarding changes, opportunities, and/or challenges, as well as implications of organizational policy and program decisions.
- Supervise departmental fellowship, intern, and volunteer participants.

Minimum Qualifications:

- 5+ years of progressively responsible experience in fundraising, communications, marketing, and external affairs. Previous experience working with women's programs or museums a plus.
- Three years in management at an upper level.
- Audience development and program evaluation experience.
- Proven record of people and project management with strong leadership, communications, and interpersonal skills.
- Must have strong writing and oral communications skills as well as an exceptional attention to detail.
- Creative as well as research/fact-checking and analytical skills required.
- Ability to manage multiple projects simultaneously and work both independently and as part of a team in a fast-paced context within a close, collaborative working environment.
- Experience in budget development and management.
- Proficiency working in Microsoft Office Suite (PowerPoint, Publisher, Excel, Word), and experience with donor based software.
- Museum and/or non-profit experience a plus.
- B.S. degree required, Master's degree a plus.

Application Requirements:

Interested parties may send their resume to Deborah Phillips from HR Collaborative at: deborah.phillips@hrcollaborative.net