



## DIRECTOR OF ADVANCEMENT

### ABOUT THE MUSEUM OF POP CULTURE

#### WHY MOPOP?

The Museum of Pop Culture (MoPOP) believes pop culture is a universal language capable of building connections across a diverse range of people. For more than twenty years, we have been showcasing how music, film, fashion, video games, sports, and more spark those connections and create a lasting cultural impact. We are proud to create both a physical space and an emotional and intellectual opportunity for people from all walks of life to explore, find and build community, and recognize their own creative potential. This applies not only to our guests, but also to our staff.

#### MOPOP'S MISSION AND COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Our mission is to make creative expression a life-changing force by offering experiences that inspire and connect our communities. Grounded in five core values—open arms, creative exchanges, light bulb moments, pursuing excellence, and excitement—MoPOP is committed to addressing diversity, equity, inclusion, and accessibility (DEIA). This includes taking steps to continue increasing our awareness of institutional “-isms,” as well as uncovering and undoing the ways they show up in museum culture. MoPOP recognizes this is a process that requires intentionality, energy, and resources, and we are developing a DEIA framework that can cultivate a work environment and museum experience that is truly welcoming for all.

#### Key Facts

- \$20M operating budget
- \$1.9M contributed revenue in 2019
- \$725,000 in memberships
- 5 Advancement staff
- 718,000 visitors in 2019
- 100,000+ artifacts

#### Learn More

- [Mission and Core Values](#)
- [2019 Annual Report](#)
- [The MoPOP Building](#)
- [Programs & Education](#)
- [MoPOP Blog](#)

#### Visit



## MORE ABOUT MOPOP

MoPOP was built in 2000 and is located on the campus of Seattle Center, adjacent to the Space Needle. Designed by Frank Gehry as his first commercial project in the Pacific Northwest, the museum has more than 140,000 square feet of exhibit space, and features Sky Church, a state-of-the-art venue housing one of the world's largest indoor LED screens.

Over its 20-year history, MoPOP has developed unique and engaging exhibits that cover the full spectrum of pop culture. Exhibitions curated by MoPOP include several about musical artists such as Jimi Hendrix, Pearl Jam, and Nirvana; horror cinema; science fiction and fantasy; video games such as Minecraft; film and television costumes; and other topics such as tattoo culture. Additionally, MoPOP offers innovative programs including [PopCon](#), an annual conference that convenes academics, critics, artists, and fans of pop culture; the [Science Fiction + Fantasy Short Film Festival](#) in partnership with the Seattle International Film Festival; and [Sound Off!](#), a music showcase and competition for artists 21-and-under. Educational offerings include outreach kits for teachers that help connect pop culture to K-12 curricula; museum workshops focused on language arts and STEAM; and summer youth programs centered on themes including gaming, science fiction, and hip-hop.

We invite you to learn more at [www.mopop.org](http://www.mopop.org).

## ABOUT THE DIRECTOR OF ADVANCEMENT

Reporting to the Executive Director, the Director of Advancement leads all initiatives related to the museum's portfolio of fundraising activities. The Director of Advancement will further develop and implement a strategic multi-year Advancement plan that will create innovative, strong, and sustainable streams of contributed revenue for this growing department. This individual will lead and develop a team of five professionals: the Senior Fundraising Events Manager, Annual Fund Manager, Grants Manager, Membership Manager, and Advancement Coordinator. The Director of Advancement serves as a member of the senior leadership team, which includes the Executive Director; Director of Finance and Human Resources; Director of Sales and Marketing; Director of Curatorial, Collections, and Exhibits; Director of Education and Programs; and Director of Facilities and Museum Operations.

The Director of Advancement will manage a portfolio of major donors and partner with the Executive Director and senior leadership team in their donor cultivation activity. This Director will develop authentic relationships across the donor lifecycle. Additionally, the Director of



Advancement will support a culture of philanthropy across the organization, set a vision and strategy for growth, and serve as a leader and advocate for the Advancement team.

The Director of Advancement will bring an entrepreneurial spirit and prior success building sustainable development programs. The Director will need to be adept at collaborating with and coaching colleagues with experience in the nonprofit and for-profit sectors, and how to align both toward shared institutional goals. It will be critical to bring an understanding of how both earned and contributed revenue are key to the museum's success.

## MAJOR OBJECTIVES

Within the first 12 to 24 months, the Director of Advancement will achieve the following major objectives:

- Develop a strategic plan for the Advancement team that aligns with the overall three-year strategic plan for the museum; map out a growth strategy for increasing overall contributed revenue to MoPOP.
- Foster a culture of philanthropy across the museum staff and Board, breaking down silos and establishing collaborative relationships across all teams.
- Mentor, support, and advocate for the Advancement team to ensure they have the resources needed for success.
- Support Board engagement in relationship-building and networking, creating a path for more substantial involvement in fundraising activity.
- Cultivate relationships and build a pipeline of potential individual major donors for MoPOP; achieve significant solicitations of major gifts.

## RESPONSIBILITIES

The Director of Advancement will have the following primary responsibilities:

- **60%: Developing a culture of philanthropy across the organization, setting vision, strategy, and leading the Advancement team:**
  - Develop the organization's overall fundraising strategy that includes contributions and support from individuals, corporations, foundations, government funding, Board members, and special events. Lead and implement short-term and long-range strategic fundraising priorities.





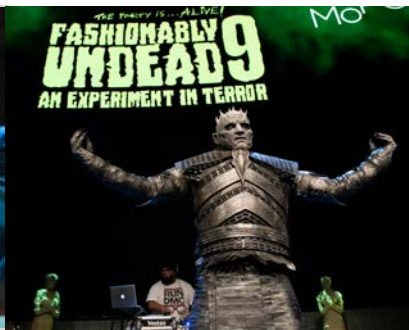
- Deepen the organization's culture of philanthropy and build meaningful relationships between MoPOP and its community of supporters.
- Understand and share the story of MoPOP's history and its future trajectory as an organization dedicated to making creative expression a life-changing force by offering experiences that inspire and connect our communities.
- Actively participate in advancing MoPOP's work in the Diversity, Equity, Inclusion, and Accessibility space.
- Work with the Grants Manager to maintain high-level institutional relationships with foundations, corporations, and government agencies.
- Work alongside the Senior Fundraising Events Manager to strategize on high-level asks for all events, particularly the Founders Award.
- Work alongside the Annual Fund Manager to cultivate member and donor relationships within this burgeoning program and effectively grow the donor base.
- Work alongside the Membership Manager who will be transitioning to this department to facilitate converting members to donors.
- **40%: Actively soliciting five- and six-figure major gifts while building and nurturing authentic donor relationships through all stages of the relationship management cycle, including: identification, cultivation, solicitation, and stewardship. Supporting donor cultivation partnerships with the Executive Director and other members of the senior leadership team.**
  - Implement and manage the museum's giving relationships with major donors of \$10,000 and above in all aspects of the relationship management cycle, including initiating contact with potential major gift donors; developing appropriate cultivation strategies; moving potential donors toward solicitation and closure; making solicitations; and stewarding prospects and donors.
  - Partner with the Executive Director on high-level donor cultivations and solicitations.
  - Advance the organization's position with relevant constituents to drive broader awareness and donor support.
  - Work closely with the Executive Director, Board of Directors, and Advancement staff to establish operating plans, fundraising goals, and objectives to secure significant financial resources from multiple sources of contributed income.
  - Develop and manage a strategy for donor prospecting and research as well as leveraging donor data to build a long-term sustainable donor pipeline.



## QUALIFICATIONS

The ideal Director of Advancement will bring most of the following qualifications and skill sets:

- Appreciation for and understanding of MoPOP's mission and core values, exhibitions, and programming, in addition to the role it plays in the greater arts and culture community in Seattle.
- A minimum of seven years of progressively responsible senior management experience in fundraising, with proven ability to personally cultivate, solicit, and steward major gifts from individuals; experience and comfort soliciting six-figure gifts.
- Previous experience creating and implementing fundraising plans.
- Proven ability to use analytics and metrics to evaluate effectiveness and measure performance.
- Prior experience working effectively with board and committee members to increase capacity for fundraising and communicating the organization's mission.
- CRM expertise and moves management experience is an absolute must. Fluency in MS Office, Tessitura or other donor database software, web applications, and an appreciation for the central role of technology and electronic communication in fundraising.
- Strong written and verbal communication skills, and the ability to be creative and strategic in order to present a compelling case for support.
- Prior experience managing staff; a collaborative and team-oriented leadership style with the ability to assess and guide the ongoing professional development of team members. Willingness to serve as a mentor, cheerleader, coach, and colleague.
- Experience engaging and working with diverse populations.
- Ability to maintain a professional demeanor while working in a fast-paced and high-energy environment.
- Ability to work effectively with staff and promote a positive working environment, spirit of collaboration, and positive reactions to change and conflict resolution.
- Comfort with public speaking and serving as a representative of MoPOP at events throughout our community—internal to the organization, across Seattle, and beyond.
- Spirit of openness, optimism, and genuine curiosity; a healthy sense of humor and an appreciation of fun.
- Knowledge of Seattle, West Coast, national, and international philanthropic communities that support the arts, cultural organizations, popular music, or the study of popular culture is preferred.



## COMPENSATION AND BENEFITS

The salary range for this position is \$115,000 to \$130,000. MoPOP offers a generous benefits package that includes medical, dental, vision, life, and disability insurance; 401(k) retirement plan; 15 days of vacation to start; sick leave; seven paid holidays and seven floating holidays; an employee assistance program; and a transportation benefit.

## APPLICATION

The Museum of Pop Culture has retained Campbell & Company to conduct this search. The team for this project includes Colleen Rogers, Joey Scheiber, and Kris McFeely. To be considered for this opportunity, please send a letter of interest and resume to:

### JOEY SCHEIBER

Consultant, Executive Search

[Joey.Scheiber@campbellcompany.com](mailto:Joey.Scheiber@campbellcompany.com)

(312) – 896 – 8897

*MoPOP is committed to creating a diverse and welcoming workplace. We believe that having staff, interns, and volunteers with diverse backgrounds enables us to better meet our mission. BIPOC, women, and LGBTQIA+ individuals are encouraged to apply.*



1 East Wacker Drive, Suite 2100  
Chicago, IL 60601