



Emily Dickinson
Museum

THE HOMESTEAD | THE EVERGREENS

Senior Director of
Development and
Communications

Emily Dickinson Museum

Amherst, MA | Spring 2020

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BOSTON | NEW YORK

About Emily Dickinson Museum

The Emily Dickinson Museum (the Museum) was founded in 2003 to celebrate the life and works of the renowned American poet Emily Dickinson. The Museum is comprised of two historic homes located in the center of Amherst, Massachusetts that are associated with the poet and members of her family from the nineteenth and early twentieth centuries: The Homestead and The Evergreens. The Museum's mission is to "spark the imagination by amplifying Emily Dickinson's revolutionary poetic voice from the place she called home" and draws visitors from around the world. The Museum is owned by Amherst College and governed by an independent Board of Governors.



In its short history, the Museum has shown a deep commitment to the history and preservation of the homes and community that inspired Emily Dickinson's poetry and for encouraging a broad appreciation for her work. It has established itself as a center for ambitious programming and experiences, including:

- Creating tours that present the story of Emily Dickinson from a variety of engaging perspectives;
- Hosting poetry marathons, an annual 19th-century children's circus, concerts, lectures and hands-on workshops to attract a wide and diverse audience;
- Installing the Museum's first professionally designed interpretive exhibit, "my Verse is alive," about the early publication of Dickinson's poetry;
- Establishing a national program of workshops for K-12 teachers; and
- Overseeing preservation of the collection, and the long-term restoration of both historic houses and the grounds to enhance the visitor experience.

About the Position

Reporting to the Executive Director, the Senior Director of Development and Communications (Senior Director) is a newly created position responsible for leading the Museum's fundraising, communications, marketing, and promotional programs. While the Museum is owned by Amherst College, it is responsible for marketing and promotions, and must raise its own funds for operating costs and special projects.



Working closely with the Executive Director, Board of Governors, development and communications staff, and key stakeholders, the Senior Director will identify, cultivate, solicit and steward gifts from individuals, foundations, corporations, and government sources to support the Museum's established operating, project, and program priorities. Overseeing a team of three, the Senior Director will serve as the Museum's top fundraiser and work with staff and the Museum Board to ensure that development activities are deeply embedded in the mission, work, and culture of the Museum. They will ensure that philanthropic support increases significantly in support of an ambitious vision.

The Senior Director will represent the Emily Dickinson Museum to peer institutions, prospects and donors, and the general public. They will interact regularly with all Museum staff, board, and volunteers, and will communicate with Amherst College staff, faculty, alumni, families, students who express interest in Museum opportunities. They will take appropriate actions to support a diverse workforce and participate in the College's efforts to create a respectful, inclusive, and welcoming work environment.



Key Responsibilities

Strategic

- Develop and implement short and long-term development plans, including comprehensive strategies for securing operating support, special projects, capital needs and for increasing visibility for the Museum
- Implement strategic initiatives for securing major gifts, annual events and appeals, corporate and foundation grants, defining stewardship and prospecting tactics, cultivation events, and developing new approaches to expand the Museum's donor base
- Conceive and oversee implementation of an overarching strategic development communications and marketing plan, including establishment and management of consistent brand identity and communications across all media platforms
- Identify markets where the Museum may successfully expand its development efforts
- Provide management of development and communications staff including establishing annual goals, providing regular performance reviews and appropriate recognition, and supporting ongoing professional development opportunities

Fundraising

- Manage an individual portfolio of approximately 100 qualified major gift donors and prospective donors of five-figure and above gifts; design and implement cultivation, solicitation, and stewardship strategies for major gift prospects
- Secure individual support of more than \$10,000, with particular attention to building robust and sustainable major donor and planned giving programs
- Support and partner with the Executive Director, volunteer committee, and Board members on fundraising activities
- Oversee successful annual appeals, prospect research, and development operations

Communications

- Lead staff team in formulating critical messages and consistent communications across Museum departments, programs and on multiple platforms
- Clearly articulate and promote a strong case of need for philanthropy and build opportunities to create and sustain a culture that understands the relationship between philanthropy and the Museum's programs
- Articulate to all Museum staff appropriate techniques and content to communicate Museum fundraising priorities to general public
- Work creatively with the Communications Manager to appropriately position development opportunities and integrate messages in publications, grant submissions, reports, and collateral materials for cultivating and stewarding donors
- Approve the Museum's communications, marketing and promotional plans



Key Qualifications

- Minimum 5+ years of related fundraising and communications experience
- Proven fundraising track record with major gifts, annual giving, and events
- Significant experience and success in cultivating, soliciting, and closing major gifts of \$10,000+
- Experience working closely with Board leadership and volunteers and in building long-term relationships with a wide range of constituencies
- Experience in creating and implementing annual and long-term development plans and setting and achieving ambitious departmental goals
- Strong leadership, time management, analytical, and organizational skills
- Excellent verbal and written communication skills
- Proficiency in database management
- Commitment to working with a diverse community
- Able to travel and work flexible hours
- Experience in marketing and media relations preferred
- Experience with Blackbaud products, WorkDay, and other office and graphics software preferred

Amherst College and the Emily Dickinson Museum do not discriminate in employment or administration of its programs and activities on the basis of race, national or ethnic origin, color, religion, sex or gender (including pregnancy, sexual orientation, gender expression, and gender identity), age, disability, genetic information, military service, or any other characteristic or class protected under applicable federal, state, or local law. The Museum complies with all state and federal laws that prohibit discrimination, including Title VII of the Civil Rights Act, Title IX, Section 504 of the Rehabilitation Act, the Americans with Disabilities Act, the Equal Pay Act and the Age Discrimination in Employment Act.

Please email your cover letter and resume in confidence to:

emilydickinsonmuseum@developmentguild.com

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For more information about Emily Dickinson Museum, please visit

<https://www.emilydickinsonmuseum.org/>

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About Development Guild DDI

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

