



MUSEUM OF THE SHENANDOAH VALLEY

Museum of the Shenandoah Valley Executive Director & CEO

Organization

The Museum of the Shenandoah Valley (MSV), located in Winchester, Virginia, stands as a cornerstone of cultural preservation and enrichment in the Shenandoah Valley region. Opened in 2005 and designed by the distinguished architect Michael Graves, the MSV mission is to preserve and enrich the cultural life and heritage of the Valley. It is a multifaceted institution that includes a comprehensive museum, curated gardens, the Valley's only art park, and the historic Glen Burnie House, all spread over an expansive campus welcoming over 200,000 visitors annually. The MSV campus features over 200 acres of land, and the Art Trails are ranked a "best place to hike in the Shenandoah Valley" according to AllTrails.com.

The museum is a treasure trove of the region's history and art, featuring a variety of permanent and rotating exhibits. The MSV is rooted in gay history as benefactor Julian Wood Glass Jr. and his partner R. Lee Taylor renovated Glen Burnie—Glass's ancestral home—in the 1950s and created the formal landscape surrounding the house. Before his death, Glass established a foundation to open his ancestral home and gardens to the public and build a museum on the Glen Burnie landscape. Key galleries include the Shenandoah Valley Gallery, offering an in-depth look at the region's history and culture; the Founders Gallery, showcasing a diverse array of art and historical artifacts; and the R. Lee Taylor Miniatures Gallery, home to an extensive collection of miniature houses and rooms that fascinate visitors of all ages. The MSV's gardens, spanning seven acres and developed since 1956, offer thematic sections such as the rose garden and the Asian garden, providing a serene environment for exploration and educational opportunities about regional horticultural heritage. Visitors can tour the house and gardens, gaining insights into the lives of its former residents and the evolution of the estate over time, take in one of over 300 annual programs, or enjoy the 90 acres of trails from early morning to dusk every day.

Looking ahead, the MSV is committed to enhancing its role as a cultural and educational hub through several forthcoming initiatives. The museum has a comprehensive Strategic Plan <https://www.themsv.org/about-msv/>, and a sustainable master plan that guides campus development, ensuring thoughtful growth that respects both historical integrity and environmental stewardship. Educational programming will expand to include Valley-themed content and utilize MSV green spaces, fostering learning experiences for all ages. Digital initiatives will enhance accessibility through virtual exhibitions and live streaming, broadening the museum's reach beyond its physical boundaries.

Aligned with the American Alliance of Museums' standards, the MSV acknowledges the vital role of DEAI efforts in its accreditation and future reviews. The MSV Diversity, Equity, Accessibility, and Inclusion (DEAI) Committee exemplifies the museum's dedication to inclusivity and community engagement. This committee, comprising MSV staff, board members, and community stakeholders, is committed to fostering an environment that promotes diversity, equity, accessibility, and inclusion in alignment with the museum's mission and strategic plan. This commitment ensures that the MSV remains not only a repository of history and art but also a welcoming space where all individuals, regardless of background or ability, can fully participate and feel valued. Through its exhibits, gardens, and community engagement initiatives, the MSV enriches lives, fosters understanding, and inspires connections across the Shenandoah Valley and beyond.

MSV has a 21-member board of directors led by President Grady W. Philips III. The Executive Director and CEO oversees a staff of 71 employees made up of 37 full-time, 26 regular part-time, and 8 occasional staff. The Executive Director and CEO currently has six direct reports in the areas of Human Resources, Finance, Advancement, Arts and Education, Marketing and Communications, and Operations. For the fiscal year ending June 30, 2023, MSV reported a total revenue of \$9 million with \$8.3 million from contributions and grants, \$627,959 from program services, and \$134,257 from other revenue. Total expenses were \$7.4 million.

Community

Winchester, Virginia, situated in the heart of the Shenandoah Valley, is surrounded by a tapestry of natural beauty and historical significance. This region, historically inhabited by indigenous peoples such as the Shawnee and

Seneca, is now home to vibrant communities and cultural landmarks. Winchester thrives as a cultural hub with institutions like Shenandoah University, offering robust arts and educational programs, and the George Washington Office Museum, showcasing local history and heritage. The historic downtown area buzzes with shops, restaurants, and galleries, fostering a vibrant community atmosphere. Sited over the Blue Ridge Mountains from the greater metro Washington D.C. area, Winchester-Frederick County is the fastest growing area in Virginia over the last three years. The city has close to 30,000 residents with a median age of 37.

Beyond its immediate surroundings, Winchester benefits from its proximity to the Blue Ridge Parkway, a scenic highway renowned for its breathtaking vistas and outdoor recreational opportunities. Residents can explore the natural wonders of Shenandoah National Park and the Appalachian Trail, both easily accessible from Winchester. These destinations provide ample opportunities for hiking, camping, and wildlife observation, enhancing the area's appeal to outdoor enthusiasts and nature lovers.

Sources: visitshenandoah.org, blueridgeparkway.org

Position Summary

The Executive Director and CEO will provide visionary leadership for the Museum of the Shenandoah Valley and lead the current strategic and master plans to advance the mission, vision, and goals of MSV. Reporting to the MSV Board of Trustees, the Executive Director and CEO will lead, direct, and mentor museum staff, oversee operations, and ensure efficiency, quality, and cost-effective management of human, financial, and technological resources. This individual will identify, cultivate, and build relations to support the museum's growth as an institution in service to its diverse community, while also exploring and expanding partnerships locally, regionally, and nationally. The Executive Director and CEO will lead fundraising efforts from public and private sector sources and be an active participant in current cultural conversations concerning diversity, equity, accessibility, and inclusion.

Roles and Responsibilities

Strategic Vision and Planning

- Lead robust strategic planning, master planning, programming, and community engagement processes that build on the recent transformational growth of the MSV, guiding the volunteer leaders and staff into its next chapter of service to the region.
- Collaborate with the board, staff, and community partners to shape and execute strategic initiatives that enhance the organization's image and profile while increasing audience participation and revenues.
- Build deep relationships and set both short- and long-range goals and a dynamic vision for the organization that is grounded in equity, diversity, inclusion, accessibility, and welcome.
- Assess and evaluate that the development of exhibition and education programs are consistent with the organization's mission and support the preservation and growth of the collection.
- Build respect and increase the visibility of the organization among its constituencies.
- Ensure that the necessary organizational and operational structure, policies, controls, and business procedures are in place and regularly reviewed for effectiveness.
- Develop and foster an internal culture that maintains the highest standards for customer service, excellence of visitor experience, and fiscal, operational, and organizational integrity.
- Embrace other planning, organization, and operations duties as required.

Community and Donor Engagement

- Develop authentic relationships with audiences, donors, partners, parents, government leaders, civic partners, and many others as an embedded member of the Winchester community.
- Identify, cultivate, and recruit Board prospects to ensure the continued engagement of diverse, qualified, and engaged Board members with a leadership succession plan for officers and committee chairs.
- Serve as the public voice of the organization locally, regionally, and nationally with the informed support of others on the senior leadership team and Board.
- Expand the number of donors and amounts of donations. With the Director of Advancement, identify prospects, assess their interest, accelerate engagement, and increase financial and community support through personal connections and in collaboration with others on the Board and senior leadership team.
- Cultivate a welcoming space for all visitors across race, age, ethnicity, abilities, sexual orientation, gender identity, gender expression, political affiliation, religion, geography, and culture.

- Develop an active presence in the community, building positive connections and authentic relationships, and identifying opportunities for new initiatives and partnerships that support museum attendance and participation.
- Represent the museum in person and through public talks and communication, actively seeking opportunities to engage with the broader community and participating in events that inspire and cultivate increased support.
- Embrace other community and donor engagement duties as required.

Leadership and Team Commitment

- Review the existing organizational structure, size, and scale to ensure that it is in alignment with the comprehensive business model and strategic plan.
- Guide and connect regularly with senior leadership team members to ensure synergistic departments that align with program and business goals.
- Instill a culture where the principles of equity, diversity, inclusion, and accessibility are prevalent throughout the organization as essential to audience engagement, board participation, workforce development, and organizational vibrancy.
- Facilitate a productive team environment where team members are valued and respected for their unique skills, abilities, personal perspectives, and cultural competencies.
- Encourage a culture of transparency, collaboration, and teamwork throughout the organization by providing necessary information in a way that ensures effective decision making, responsibility, and accountability.
- Establish ambitious goals and initiate, maintain, and adapt programs to a high degree of excellence and impact.
- Embrace other leadership and team commitment duties as required.

Traits and Characteristics

The Executive Director and CEO will be a strong communicator and thoughtful listener who draws insights and inspiration from a variety of internal and external stakeholders. Motivated by the aesthetic and educational nature of the museum, this individual will be a resourceful leader who values collaboration and teamwork. This individual will be innovative, people-oriented, adaptable to changing circumstances, and a visible community presence locally and regionally. The Executive Director and CEO will have both business savvy and emotional intelligence in how best to align stakeholder interests around common goals and outcomes. This individual will exemplify a commitment to diversity in all forms and cultivate social inclusion in a meaningful way. An intergenerational connector between long-serving and newly arrived board members, staff, and volunteers, the Executive Director and CEO will embrace a culture that ensures institutional knowledge is widely shared and celebrated.

Other key competencies of this role include:

- **Leadership** – The adeptness to organize and influence people to believe in a vision while creating a sense of purpose and direction.
- **Personal Accountability** – The integrity to accept responsibility for actions and results, reevaluate, and develop long-term relationships with people across the organization and throughout the community.
- **Planning and Organization** – The ability to collaborate with others in establishing courses of action, ensuring that work is completed successfully.
- **Interpersonal Skills and Teamwork** – The aptitude to build rapport and nurture relationships with people across the organization, demonstrating a sincere interest in others and creating an environment where team members are appreciated and supported, enabling their success.
- **Customer Focus** – The capability to anticipate, meet, and/or exceed customer needs, wants, and expectations.

Qualifications

A bachelor's degree or equivalent and at least 10 years of progressive senior leadership experience with demonstrable results at a museum, in the arts, or a related field is required. Proven success in the areas of fiscal management, fundraising, operations, and leadership of complex and dynamic organizations is essential. Experience navigating change and inspiring a high-achieving team of creative professionals is needed. A deep dedication to community building and connections to both people and place is expected. A profound and demonstrated commitment to diversity, equity, accessibility, and inclusion is required. Exceptional writing abilities and verbal presentation skills are essential. A broad range of life experience is welcome.

Compensation and Benefits

The MSV offers competitive compensation, anticipated in the range of \$235,000 to \$280,000, plus benefits that include health, vision, and dental insurances; disability and life insurances; a 403B contribution of 5% of annual salary after 1 year of employment, and paid sick, vacation and holiday time; among other benefits. Housing for the Executive Director and CEO may be available and relocation support will be provided.

Applications and Inquiries

To submit a cover letter and resume with a summary of demonstrable accomplishments (electronic submissions preferred), please click [here](#) or visit artsconsulting.com/opensearches. For questions or general inquiries about this job opportunity, please contact:

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The MSV is an equal opportunity employer. All employment decisions are based on merit, qualifications, and competence. It is our policy to recruit, hire, train, and promote individuals without regard to race, color, religion, age, sex, pregnancy, childbirth, lactation, or related medical conditions, genetic information of the employee or family member of the employee, marital status, sexual orientation, gender identity or expression, national origin, veteran status, disability, or any other basis prohibited by federal, state or local law.