



Baltimore Museum of Art

Chief of External Affairs

Organization

The Baltimore Museum of Art (BMA) has a mission to connect art to Baltimore and Baltimore to the world. The BMA embodies a commitment to artistic excellence and social equity in every decision from art presentation, interpretation, and collecting, to the composition of the Board of Trustees, staff, and volunteers—creating a museum welcoming to all. Serving nearly 250,000 visitors annually, the BMA is the largest art museum in Maryland and is a vibrant institution embraced as an indispensable element of community life, a vital educational resource for a broad and diverse audience, and a leader in the revitalization of the city that surrounds it.

Established in 1914, the BMA upholds a core value rooted in the belief that access to art and ideas is integral to fostering a vibrant and healthy civic life. Focusing on art of the present moment and deepening its historic collection, the BMA has assembled one of the most important collections in the United States and is home to 97,000 works, spanning the art of ancient Egypt to some of the most significant works of today. Notably, it includes the largest holding of Henri Matisse's works in a public institution, alongside important examples of artistic expression from Africa, Asia, Europe, the Americas, and the Pacific Islands. Currently, the BMA is committed to ensuring that its collection remains socially relevant and cutting-edge, with historical accuracy, merit, and equity as its base.

Recent, current, and upcoming exhibitions include *Recasting Colonialism: Michelle Erickson Ceramics; Making Her Mark: A History of Women Artists in Europe, 1400-1800; Etched in Memory: Matisse's Early Portraits; Raúl de Nieves: and imagine you are here; and Joyce J. Scott: Walk a Mile in My Dreams*. Additionally, the BMA recently opened the Joseph Education Center, which invites visitors of all ages to play and learn. The Center features playful installations by artists Derrick Adams, Mary Flanagan, and Pablo Helguera; a Wall of Wonder with digital displays of artworks and artists, and discovery drawers with samples of artists' materials to touch, among other elements; and an Insight Lab and Studio, providing space for events and tours with dry and wet media art-making activities.

BMA has a 42-member board of trustees led by Chair James D. Thornton, and Asma Naeem serves as the Dorothy Wagner Wallis Director. The current Advancement and Marketing & Communications Divisions include a team of 20 members equally divided between the two divisions. For the fiscal year ending June 30, 2023, BMA reported a total operating revenue of \$23.6 million, with \$5.5 million from endowments, \$14.7 million in contributed revenue, and \$3.4 million in earned revenues from admissions, the gift shop, food services, and other amenities. Its endowment currently stands at approximately \$180 million.

Community

Located less than an hour northeast of the United States capital, the historic port city of Baltimore is a bustling hub of industry and culture. Baltimore County surrounds the city and is the largest jurisdiction in the metropolitan area, with a population exceeding 800,000 residents. Comprising more than 250 neighborhoods, each with its unique character, Baltimore is renowned as "Charm City." From the hip streets of Hampden to the worn cobblestone streets of Fells Point, Baltimore captivates with its allure. The BMA is located in Charles Village, three miles north of the Inner Harbor and adjacent to the main campus of Johns Hopkins University.

The arts flourish in this vibrant city, which has been home to notable characters like Edgar Allen Poe, Ogden Nash, and Billie Holiday. This is one reason Baltimore receives such high marks for amenities. Music lovers can sway to the beat at a waterfront concert in the Inner Harbor, while art aficionados can stroll through numerous art galleries and museums, like the BMA. Other attractions include the world-renowned National Aquarium, the Baltimore Zoo, and one of the oldest free public library systems in the United States.

With nationally recognized public schools, 20 colleges and universities in the region, and abundant recreational opportunities, including 18 public parks and 6,000 acres of parkland, trails, and public space, Baltimore has something for everyone. Baltimore's Waterfront Promenade includes almost eight miles of walking, biking, and jogging space along Baltimore's beautiful harbor.

Sources: Baltimore Chamber of Commerce; liveability.com; livebaltimore.com; Baltimore.org

Position Summary

The Chief of External Affairs (CEA) will lead and develop overall marketing, communications, and contributed and earned income strategies for annual operational and endowment growth. The CEA will be the primary staff liaison for the External Affairs Board Committee and will be engaged with other Board Committees such as Governance/Nominating. The CEA will report to the Dorothy Wagner Wallis Director and serve as a member of the Senior Leadership Team in setting direction and strategy for the Marketing and Communications and Advancement teams. In partnership with the Director, the CEA will formulate local, national, and international strategic partnerships, maximize philanthropic and earned revenues, leverage diverse marketing tactics to attract visitors, and ensure a welcoming and engaging museum experience. The CEA will be deeply engaged in the solicitation of new members and patrons, including sponsorships and event activities. They will conceptualize and implement a plan to build productive relationships with national, community, and civic partners. The CEA will also lead and motivate a diverse team of professionals to devise successful membership, corporate sponsorship, endowment, annual fundraising, planned giving, and integrated marketing and communications campaigns informed by market research.

The CEA will be responsible for growing and managing a top-tier fundraising and external affairs operation. Building relationships with the diverse communities of Baltimore, the CEA will serve as a visible and engaging leader within the museum and throughout the broader community. They will also develop and deploy a regional and national marketing and brand-building strategy for the museum through civic, cultural, and philanthropic partnerships. The CEA will also advance the BMA's mission of social justice and artistic excellence in alignment with its operational and revenue-generation plans.

Role and Responsibilities

Strategic Leadership

- Create, implement, and manage strategic marketing, communications, and fundraising plans designed to increase earned and contributed revenue, attendance, public visibility, and demonstrated mission impact.
- Provide expertise, leadership, and strategic direction in all aspects of external affairs to the Director, Board, the Senior Leadership Team, and as required to the full staff of the BMA.

Fundraising

- Mobilize the Board of Trustees, the Director, and community leaders and partners to drive fundraising activity through data and technology-driven marketing and communications strategies.
- Remain current on and adapt to cultural, economic, political, and social developments that affect revenue goals and external messaging.
- Partner with curators and others to develop strategies to cultivate and solicit collectors and donors to acquire art that enhances the BMA's collection and supports its mission of artistic excellence and social justice.
- Embrace other strategic leadership and fundraising responsibilities, as needed.

Marketing and Community Engagement

- Create and implement audience development plans grounded in quantitative and qualitative research on attending and non-attending audiences, rapidly evolving digital marketing trends, and community outreach strategies.
- Oversee a comprehensive, integrated, and strategic brand engagement story that welcomes a wide range of audiences, donors, students, partners, employees, and other stakeholders that share the museum's values and vision regarding inclusion, diversity, equity, and accessibility.
- Collaborate with Curatorial, Education, and Exhibitions teams, among others, to develop thoughtful programs that are vital to community participation and the national and international reputation of the museum.
- Utilize the Customer Relationship Management (CRM) systems to optimize returns for the BMA by mapping and connecting customer journeys across fundraising, membership, and marketing.
- Embrace other brand and community engagement responsibilities, as needed.

Team and Operational Leadership

- Recruit, lead, guide, and mentor the Advancement and Marketing and Communications teams' successful achievement of museum experience goals, mission, and values, with an emphasis on identifying, cultivating, and securing renewed, increased, and new sources of attendance membership and general support.

- Foster an internal culture that embraces boldness and relevance, positioning the work of Advancement and Marketing and Communications as foundational to a thriving, vibrant arts organization.
- Be a thought leader and evangelist for the marketing and distribution channels, platforms, and technological systems and procedures that support and can expand fundraising, marketing, communications, and other strategic efforts.
- Oversee and monitor revenue and expense budgets, provide accurate reporting, analysis, and integration of data, and ensure the maintenance and integrity of reporting and records in collaboration with the finance office.
- Create a supportive, collaborative, productive, inclusive, and healthy work environment based on respect, teamwork, and clear communication, expectations, and responsibilities.
- Embrace other team and operational leadership responsibilities, as needed.

Traits and Characteristics

The CEA must be a flexible leader and astute manager with a collaborative spirit. They will be comfortable working within a nontraditional organizational structure that values cross-departmental collaboration, teamwork, and seeking new ideas from unconventional sources. The CEA will provide a strong fundraising, marketing, and communications vision, recognizing and fostering the need to use data and technology to prompt audiences and donors to take action. They will be committed to exploring the evolving relationships between art institutions and their audiences, donors, and broader community. Proactive, dynamic, and people-oriented, the CEA will be an experienced leader with the vision to actively pursue BMA's ambitious goals with creativity and determination. This individual will balance tasks and projects with a sense of urgency and possess superlative interpersonal, communication, and public speaking skills that result in compelling verbal and written messages for BMA. A self-sufficient and self-managed professional with a highly organized approach, the CEA will be able to achieve organizational objectives with staff, board members, volunteers, donors, the media, and external stakeholders. This individual will bring an affinity for BMA's mission and a passion to positively impact the organization's long-term success, complemented by highly developed skills and an efficient best practices approach. They will also model behavior that creates trust, builds confidence, and encourages others to follow suggested paths or approaches to advance the museum.

Other key competencies of this role include:

- **Diplomacy and Leadership** – The dexterity to effectively handle difficult or sensitive issues, while organizing and influencing people to believe in a vision and create a sense of purpose and direction.
- **Personal Accountability and Self-Starting** – The integrity to take responsibility and be answerable for personal and professional decisions with the capacity to clearly set and define goals while demonstrating initiative and willingness to be proactive.
- **Time and Priority Management** – The acuity to develop initiatives and demonstrate self-control in managing time and priorities while identifying and leveraging resources that allow people to achieve results.
- **Planning, Organizing, and Project Management** – The capability to establish courses of action to ensure that work is completed effectively and with appropriate processes, tasks, and systems that create efficiencies and support accomplishments.
- **Donor, Member, and Community Focus** – The ability to meet and exceed diverse stakeholder needs, wants, and expectations.

Qualifications

An educational and professional background with ten or more years of progressive leadership experience in an art, cultural, or education institution is preferred. A proven track record of securing six and seven-figure gifts, leading integrated earned and contributed revenue programs, and leading successful integrated marketing campaigns with measurable outcomes is required. Experience in all areas of advancement, including major gifts, planned giving, annual fund, membership, corporate sponsorships, foundation support, capital campaigns, endowments, special events, non-traditional fundraising resources, and strategic marketing and communications, including advertising and community promotions, public relations, print and digital content strategy and publications is needed. Demonstrable expertise in managing a substantial department, project, and/or program budget is expected. Excellent written and verbal communication skills, including public speaking, are necessary, as are strong computer skills and knowledge of advanced donor research and customer relationship management systems. The candidate should also have a strong foundation in research methods, statistics, and data analysis, and experience using market research tools and interpreting data to inform marketing strategies. Experience raising funds throughout a large geographic region, nationally, or internationally is a plus, as are multiple language skills.

Compensation and Benefits

BMA offers a competitive salary and a generous benefits package, including an annual base salary estimated to be in the range of \$175,000 to \$195,000. For this full-time exempt position, BMA offers medical, dental, vision, prescription drug, and long-term disability insurances; 403(b) retirement plan with match; flexible spending account; museum and restaurant discounts; and reduced fee gym membership. BMA also offers accrued vacation, holidays, personal days, floating holidays, and sick days to ensure a well-balanced and healthy workforce.

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:

Todd Ahrens, Vice President



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Tel (888) 234.4236 Ext. 216

Email BMA@ArtsConsulting.com

BMA is committed to fostering, cultivating, and preserving a culture of diversity, equity, inclusion, and access. BMA is also an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

BMA acknowledges that research shows that women and individuals from underrepresented backgrounds often apply to jobs only if they meet 100% of the qualifications. BMA recognizes that it is highly unlikely that an applicant meets 100% of the qualifications for a given role. Therefore, if much of this posting describes you, then you are highly encouraged to apply for this exciting opportunity.