

5.6 ASSOCIATE DIRECTOR, BUSINESS DEVELOPMENT
Resource and Enterprise Center



REPORTS TO: Director, Resource and Enterprise Center

SUPERVISES: Events Services Manager
Retail and Product Development Manager
Business Development Coordinator

STATUS: Full Time, Exempt

OMCA CORE COMMITMENT

All staff embrace and advance the OMCA mission, values, and vision, and uphold OMCA core principles in their work, public interactions, working relationships, and efforts on behalf of the Museum and the people OMCA serves. This shared commitment helps build a relevant and sustainable future for OMCA. The core principles are:

- **Open optimism**... communicating, learning, experimenting, and working in new ways while upholding mutual respect, trust, transparency, and quality in our work
- **Mission minded**... embracing collective leadership for institutional success in the visitor experience, public engagement, financial sustainability, and relevancy for the future
- **Courageous collaborations**...integrating multiple viewpoints and talents through cross-disciplinary, cross-functional, and cooperative processes within the Museum and with our public and communities
- **Adaptive accountability**...demonstrating capacity to fulfill expectations while remaining responsive to the issues of our community and the ever changing environment in which we work

ROLE OF THE RESOURCE AND ENTERPRISE CENTER

The Resource and Enterprise Center cultivates a vibrant mix of contributed, earned, and business development to support OMCA. Working with trustees and staff, the REC Center staff members manage development and fundraising activities, membership, special events, facility rental, group sales, the Museum store, and innovative business development practices.

SUMMARY OF POSITION DUTIES AND RESPONSIBILITIES

The Associate Director, Business Development is responsible for securing contributed and earned income from the local, regional, and national business community through marketing partnerships, program and event sponsorships, major corporate grants, and the OMCA's sales programs, including retail operations, facility rental, and group sales. The Associate Director, Business Development reports to the Director, Resource and Enterprise Center and supervises the Events Services Manager, the Retail and Product Development Manager, the Business Development Coordinator, and works across Centers to implement OMCA's business development goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following reflects OMCA's definition of essential functions for this position, but does not restrict the tasks that may be assigned. OMCA may assign or reassign duties and responsibilities to this position at any time due to reasonable accommodation or other reasons.

Institutional Responsibilities

- Support the Museum's mission, values, vision, and core commitment to the visitor experience, community engagement, and institutional relevancy for the future;
- Contribute to and support the OMCA strategic plan, annual priorities, and institutional initiatives such as diversity advancement;
- Exercise leadership, the highest level of integrity, and professionalism in all aspects of work on behalf of OMCA and service to the public;
- Contribute creative ideas and propose solutions to support a proactive work environment;
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation, and openness to many perspectives;
- Work within guidelines for the prudent management of the OMCA annual budget and finances;
- Adhere to personnel policies and practices;
- Participate in a culture of ongoing learning, collaboration, innovation, creativity, and community engagement;

- Participate on and/or lead project teams as assigned; and,
- Participate in conversations and education about museum practices, standards, and trends that contribute to a 21st century museum in service to the public.

Business Development

- Plan and implement business development strategies to increase earned revenue from the Museum's enterprise activities of the store, the facility rental program, and group sales;
- Establish income goals and manage budgets for business development activities;
- Develop and implement fulfillment packages for media sponsorships, strategic partnerships and cross-promotional opportunities; and,
- Conduct market research as needed.

Corporate Fundraising

- Develop and implement fundraising plans to secure corporate support for the Museum through sponsorships, grants, corporate membership, and in-kind gifts;
- Secure corporate sponsorship participation in the biannual Golden Gala and other fundraising events;
- Oversee fulfillment of benefits for corporate sponsors, including all recognition and visibility, cross-promotional activities, and executive and employee involvement in the Museum;
- Oversee fulfillment of benefits for corporate partners, including all recognition, invitations to events, and other personalized activities; and,
- Support Board of Trustees in their cultivation, solicitation, and stewardship activities with corporate donors and sponsors.

Management

- Direct the selection, supervision, training, and evaluation of staff;
- Direct major projects and initiatives, including oversight of timelines, deliverables, and budgets;
- Oversee the work of consultants;
- Develop, negotiate, and monitor professional services contracts; and,
- Manage and train volunteers and interns as needed.

QUALIFICATIONS

Knowledge of:

- Principles and practices of corporate partnerships including advertising partnerships, direct cash sponsorships, media and other in-kind sponsorships, and corporate grant making;
- Business development and sales operations;
- Microsoft Office, Raiser's Edge, and online tools for measuring impact of business partnerships;
- English, fluent in both spoken and written form; and,
- A secondary language, such as Spanish or Chinese, is desired.

Ability to:

- Establish and maintain effective professional relationships with corporate sponsors and donors, as well as business development contacts in the marketing, media, tourism, and hospitality industries;
- Display strong strategic planning and analytical skills;
- Work independently;
- Set priorities;
- Communicate effectively in both oral and written form, with a high attention to detail, accuracy, and in a manner that reflects OMCA's brand;
- Display excellent interpersonal skills;
- Establish and maintain effective relationships with staff working in a team environment;
- Hire, train, and supervise staff to achieve their maximum potential; and,
- Create and manage budgets and to produce regular income and expense reports.

EDUCATION AND EXPERIENCE

A combination of experience and education that demonstrates possession of the necessary knowledge and abilities for this position is required as noted:

- Minimum of eight years of experience with increasing levels of management responsibility for a nonprofit institution, preferably within museums and other cultural organizations;
- Minimum of five years of experience designing marketing and corporate solicitation programs, with demonstrated ability to meet and exceed financial goals;
- Bachelor's degree from an accredited college or university; and,

- Certification from professional organizations is desirable.

PHYSICAL & MENTAL REQUIREMENTS

While performing the duties of this position, the employee is frequently required to do the following:

- Stand, sit, and walk for extended periods of time;
- Crouch, bend, and reach;
- Coordinate multiple tasks simultaneously;
- Collect, interpret, and/or analyze complex data and information;
- Utilize visual acuity to operate equipment, read technical information, and/or use a keyboard; and,
- Utilize hand and finger dexterity.

WORK ENVIRONMENT

While performing the duties of this position, the employee is frequently exposed to the following:

- Noise, such as groups of people working in enclosed areas; and,
- Typical office environment.