

Director of External Affairs

St. Louis Kaplan Feldman Holocaust Museum, St. Louis, MO

The St. Louis Kaplan Feldman Holocaust Museum (STLKFHM) seeks a dynamic individual to lead and oversee its external affairs, including fundraising and development, corporate sponsorships, grants, memberships, special events, group sales, and all other revenue related activities. The successful candidate will develop a strategy to lead the small external team to achieve the Museum's short/long-term fundraising and revenue goals, including annual giving, major gifts, grants, sponsorships, planned giving, membership, special events, and new initiatives.

As a member of the Senior Management team, the Director of External Affairs reports to the Executive Director and will help chart the Museum's strategic course and create a culture of philanthropy that will support the organization's growth and impact throughout the region. In collaboration with the Executive Director and Board, the Director of External Affairs is responsible for designing and implementing an effective fundraising strategy and serving as the frontline fundraiser for the organization.

The ideal candidate will have a minimum of 5 years' experience in nonprofit fundraising and will possess a broad understanding of fundraising principles; a demonstrated aptitude for donor cultivation, research, tracking, and stewardship. This position requires excellent written and interpersonal skills and an understanding of and passion for the importance of arts and culture to the community. He or she will lead a four-person external affairs department and will coordinate and inspire the efforts of a volunteer Board, Committee, and its subcommittees. The position often requires after hours, weekend work, and minimal travel, as needed to develop strong donor and community relationships.

Responsibilities

Development Strategy: In consultation with the Executive Director and the Board, develop and execute a comprehensive development and revenue strategy that meets STLKFHM's annual operating goals and creates a foundation for increased contribution revenues.

Major Gifts: Create and implement progressive new strategies to acquire, renew, and upgrade major donors; devise program-based fundraising initiatives to attract and retain major donors and increase their loyalty. Oversee prospect research efforts and manage a portfolio of major donors.

Donor Stewardship: Demonstrate extraordinary hospitality and care for donors and visitors through in-person interaction, written communication, and special opportunities to connect constituents with the Museum and its mission.

Campaign Management: Support the Executive Director and campaign leadership in the final push to close a major endowment campaign. Track gifts, create proposals, and provide strategic guidance for solicitations.

Annual Giving and Membership: Oversee STKFHM's annual giving and membership program(s) and associated benefits; develop new programs to increase the participation of members. Identify opportunities and provide solicitation strategies for restricted gifts to support exhibitions, programs, and special projects.

Institutional Fundraising: Manage the Museum's diverse relationships with government, foundations, and corporations for continued success in institutional fundraising. Supervise the research and timely preparation of all foundation, corporate, and government grant proposals, and oversee grant stewardship, administration, and reporting.

Board Relations: Work with senior management to motivate and strengthen the Board in its role in development; expand, manage and coordinate the Board members and other volunteers' involvement in fundraising activities. Participate in strategic and campaign planning. Assume an active role in serving and supporting the Board and Committees.

Fundraising Events: Work closely with staff, trustees, and other volunteers to maximize the effectiveness of STKFHM's members and special events. Oversee the planning, production, and fundraising efforts of an annual fundraising gala.

Third Party Event Rentals: Work with the Manager, Business Development to create and execute a sales strategy to entice local businesses and community members to host their events in the Museum.

Staff Management: Supervise an enthusiastic external affairs team focused on business development, membership, marketing & communications, group sales, and events. Recruit staff as necessary, and actively coach and mentor direct reports to succeed.

Financial Management: Formulate annual development budgets, track financial performance, prepare the necessary interim financial reports and fundraising projections, and monitor department expenditures.

Marketing & Communications: Provide strategic oversight of marketing and communications staff and strategy to ensure that Museum voice aligns appropriately with brand, style, values, and goals. Additionally, provide budgetary oversight of expenditures to ensure maximum ROI for any marketing efforts.

Qualifications

- Bachelor's Degree or equivalent experience
- Minimum five years of development leadership experience
- Demonstrated track record of successfully closing major gifts and exceeding contributed income goals in a sophisticated donor environment
- Excellent communication skills and interpersonal skills. This includes the ability to connect with people from diverse religious, racial and socioeconomic backgrounds as

well as being able to inspire others with STLFHM's mission through written and in-person messaging

- Experience managing people and working effectively within a fast-paced, creatively-driven organization, with a drive to learn and collaborate in a dynamic environment of 12 full-time staff members, 70 volunteers, and a variety of support team members
- Strong planning, strategy, financial, budgeting, and analytical skills
- Diversity, Equity, Access, and Inclusion: STLFHM commits to creating environments that are equitable, just, and accessible without discrimination toward a person's race, gender identity, class, sexuality, ethnicity, religion, age, ability, and national origin. Employees at STLFHM are expected to contribute to the advancement of equitable, inclusive organizational practices

Compensation

Compensation, including benefits, is competitive and commensurate with qualifications and experience. The salary range for this position is commensurate with experience.

Application Instructions

Please submit the following materials to hr@jfedstl.org with the subject line **Director of External Affairs**:

- Cover letter
- Resume
- Three (3) professional references, who will not be contacted without the approval of the candidate. All inquiries and materials will be confidential. Applications will be acknowledged

About the St. Louis Kaplan Feldman Holocaust Museum

The St. Louis Kaplan Feldman Holocaust Museum, a program of the Jewish Federation of St. Louis, uses the history and lessons of the Holocaust to teach visitors how to reject hatred, promote understanding, and inspire change. The museum features artifacts from a 12,000+ item collection including 230+ audio/visual histories from survivors, liberators, and other witnesses. The museum's programming includes the Middle and High School Education Program, which teaches students about bias, discrimination, and information literacy; the Educator Summer Institute, which gives educators the resources to teach Holocaust history and its relevance to current events; and the Law Enforcement and Society Program, a partnership with the Anti-Defamation League that is one of only four in the country to leverage the powerfully real and accessible lessons of the Holocaust for police anti-bias training. Other programs bring a robust schedule of inter-disciplinary events and activities to the community every year.

STLFHM's extensive range of community programming has earned Focus St. Louis' "What's Right in the Region" award for improving racial equality and social justice; the National Conference for Community and Justice of Metropolitan St. Louis Award for work exemplifying positive change for diversity, equity and inclusion; a 2018 National Endowment of the

Humanities Preservation Assessment Grant; and Family Living Today's "Top 25 Places to Visit in St. Louis" designation.

Most recently, the National Endowment for the Humanities awarded STLCFHM's *Empowering the Next Generation* expansion project a largest-possible National Endowment for the Humanities \$750,000 Infrastructure and Capacity Building Challenge Grant, one of the largest NEH grants ever allocated in the state of Missouri.