



CUMMER MUSEUM OF ART & GARDENS  
Jacksonville, Florida

## Director of Advancement

Profile Position and Search Announcement

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CUMMER MUSEUM OF ART & GARDENS  
Jacksonville, Florida

## Director of Advancement

### The Opportunity

The Cummer Museum of Art & Gardens is one of the most prestigious and respected cultural and nonprofit organizations in Northeast Florida. With its galleries, permanent collection, sculpture garden, and historic gardens, the Museum is a driving force in the region. Priorities extend beyond the boundaries of the campus into the community, with educational experiences for children and adults, lecture, concerts, special events, and affinity groups at the Beaches and Amelia Island.

The Museum has implemented an ambitious strategic plan and is in the midst of exciting new initiatives that include construction of a Garden Learning Center and creation of an endowment for a Garden Curator, a vital new position. Hit hard by flooding from Hurricane Irma in 2017, the Museum is focused on the Garden Reconstruction Fund, along with annual program priorities. The Director of Advancement has the opportunity to lead these and other identified campaign initiatives, and he/she will set the stage for the successful tenure of the new executive director.

The Museum seeks motivated, collaborative, and visionary candidates who desire to partner with the leadership team, the advancement staff and committed donors and volunteers to advance the mission of the Museum.

The Cummer Museum of Art & Gardens has retained PartnersWithNonprofits.Org to manage the search for the **Director of Advancement of the Cummer Museum of Art & Gardens**.

# The Cummer Museum of Art & Gardens

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## OUR MISSION

To engage and inspire through the arts, gardens, and education.

## OUR VISION

The Cummer Museum of Art & Gardens is a vital community partner that reaches out to diverse audiences through outstanding artistic offerings, dynamic learning experiences, and opportunities to participate in the beauty of the natural world. The Museum is an environment in which joy and discovery infuse all that we do. Arts, gardens, and education converge to create meaningful personal experiences and open a world of new possibilities. We honor our rich history, embrace the energy of our time, and commit to a vibrant future through the advancement of resources to grow and deepen our mission.



The Cummer Museum of Art & Gardens is located in the historic Riverside section of Jacksonville, Florida. Founded in 1958, it is the largest fine arts museum in Northeast Florida and a leading nonprofit institution, influencing arts and culture in the region.

The Museum encompasses a stunning building with galleries, a shop, and a café, overlooking outdoor sculptures and 2 acres of historic gardens along the banks of the St. Johns River. The Museum is the perfect blend of art, gardens, and education, inspiring imagination and excitement for all ages with a fantastic lineup of exhibitions and programs for the entire family. The Museum is nationally recognized for its interactive educational programs, which are provided within the Museum and carried out into area communities and schools.

The Museum is founded and grounded in philanthropy. Established through a bequest from Ninah M. H. Cummer, she gave her art collection and the riverfront home she shared with her husband, Arthur, to create the Museum. Recognized and embraced by the community, the Museum is supported by some of the community's most prominent philanthropists. It has a membership base in excess of 2,900. Last year 6,720 volunteers provided 26,880 hours of service to help fulfill the Museum's mission. This is the equivalent of 13 full-time staff members or \$663,667 in donations, according to the Independent Sector.

The Museum employs a staff of 40 and has an annual operating budget of \$4 million that covers the Museum's operations. The budget is funded through contributions, grants, events, earned income, and distributions from the \$30 million endowment.

## Jacksonville, Florida

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Jacksonville, Florida has been named one of the 50 best places to live in America by Business Insider. With abundant waterways, parks and ecological preserves, Jacksonville's natural beauty is complemented by a modern and vibrant city with cosmopolitan dining options, attractions, museums, and cultural institutions, a burgeoning downtown district, a flourishing local gallery scene, and a unique history.

The Jacksonville area has a thriving business, higher education, military, and healthcare infrastructure. The city is home to CSX's corporate headquarters, Fidelity National Financial, the PGA Tour corporate headquarters, the Jacksonville Jaguars, and the ATP World Tour. A robust philanthropic community is home to major nonprofit institutions including the Wounded Warrior Project, the Alfred I. duPont Foundation, Jessie Ball duPont Fund, and the Community Foundation for Northeast Florida. The University of North Florida and Jacksonville University are two leading higher education institutions, alongside the region's major hospitals, including Mayo Clinic, Baptist Health, MD Anderson at Baptist Health, Wolfson Children's Hospital, Nemours Children's Clinic, University of Florida Medical Center, and St. Vincent's Healthcare. Naval Air Station Jacksonville, Naval Station Mayport, and Naval Submarine Base Kings Bay distinguish Jacksonville as the third largest naval presence in the country.

The largest city by square mileage in the continental U.S., Jacksonville was recently selected by TripAdvisor users as a top 10 emerging destination and has been featured by Forbes and Travelocity. The Jacksonville region includes countless artist communities, historic towns and beaches along the Atlantic coastline, and a sophisticated and burgeoning cultural landscape in the city's downtown.

Near Jacksonville are the historic communities of St. Augustine, the oldest occupied European settlement in the continental United States; Ponte Vedra, a seaside community and a major golfing locale; Amelia Island, an island beach community home to numerous cultural events; and the Jacksonville Beaches, a popular beach destination.

Jacksonville has become one of the nation's prominent cultural hubs, with a diverse culinary scene and a vibrant panorama of visual arts, theater, and music that includes the Jacksonville Jazz Festival, the second largest in the country; the Jacksonville Symphony, one of Florida's long-standing orchestras; the Florida Theatre; the Florida Ballet; the Jacksonville Children's Chorus; the Museum of Contemporary Art Jacksonville; the Ritz Theatre and Museum; the Museum of Science & History; and numerous others. The local government invests heavily in arts and culture, granting more than \$2.5 million annually and funding a noted Art in Public Places program.

# The Position: Director of Advancement

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The Cummer Museum of Art & Gardens seeks a full-time Director of Advancement to serve as the Museum’s chief advancement officer. Reporting to the Executive Director, the DOA is a member of the Senior Management Team and liaison and partner to the Advancement Committee of the Board of Trustees.

The DOA will lead the transformation and expansion of the Museum’s fundraising and marketing and communications efforts, with opportunities to shape the department. He/she will be a relational, donor-centered leader and the key cultivator and solicitor of donors, inspiring constituents to higher levels of giving and involvement. He/she will provide strategic direction and leadership to integrated marketing, communications, and philanthropic efforts.

The DOA will work collaboratively with Museum leadership, Board members, staff, and volunteers to ensure success in building strong donor and constituent relationships along with cohesive and focused external and internal positioning and branding to advance the Museum’s mission and vision for the future.

The Director of Advancement will support the Museum’s mission, vision, and values by exhibiting excellence and competence, collaboration, innovation, respect for the individual, commitment to our community, accountability, and ownership.

## Relationships

Reports to	Executive Director, Cummer Museum of Art & Gardens
Senior Peers	COO/Curator, Director of Finance, Director of Operations, Director of Events & Programs, and Director of Education
Manages	Member Relations Officer, Corporate Sponsorships and Grants Officer, Marketing Manager, Individual Giving Manager (open position), Advancement Assistant (part-time), Advancement Assistant (part-time, temporary)
Key Relationships	<ul style="list-style-type: none"> <li>– Board of Trustees</li> <li>– Board of Trustees Advancement Committee and Chair</li> <li>– Cummer Beaches and Cummer Amelia Chairs and volunteers</li> <li>– Museum Event Volunteers</li> <li>– Individual donors, both current and prospective</li> <li>– Museum members</li> <li>– Professional advisors</li> <li>– Colleagues at area foundations and nonprofits</li> <li>– Key civic, corporate, and professional leaders</li> </ul>

	<ul style="list-style-type: none"> <li>- Colleagues on the Museum Staff</li> <li>- Administrative Staff in Finance Office providing support to the Advancement Office initiatives</li> </ul>
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### Essential Duties and Responsibilities

- Plan and oversee implementation of comprehensive advancement strategies for the Museum, including internal and external marketing and communications and fundraising campaigns, major and planned gifts, membership, annual appeals, corporate underwriting, and foundation and public grants.
- Identify, cultivate, solicit, and steward existing and prospective donors in close collaboration with the Executive Director, Board of Trustees, and other leadership volunteers to support the Museum’s annual operating budget of \$4 million.
- Maintain a personal prospect portfolio of 50 to 75 leadership donors and support the Executive Director in his/her portfolio.
- With advancement team, Executive Director, and lead volunteers, develop proposals and lead solicitations for major, capital, and endowment gifts.
- Facilitate effective fundraising by the Executive Director, Board, and lead volunteers.
- Ensure excellence and the highest quality in all proposals and donor interactions.
- Mentor Museum colleagues in best practices for a donor-centered culture of advancement.
- Provide leadership in creating an environment that motivates team members and encourages collaboration in fulfillment of the Museum’s mission.
- Implement institutional priorities such as growth of upper level donors, endowment fundraising, and fundraising for future capital and annual projects.
- Manage day-to-day and strategic initiatives for Advancement. Set and lead progress on short and long-term fund development, membership, and marketing/communication goals.
- Create and manage Ponce de León Society annual plan (top-level annual donor society).
- Develop and implement communication strategies to help members, donors, sponsors, and the community feel connected to and invested in the life of the Museum.
- Develop and systematize comprehensive donor and member moves management for prospecting, cultivation, solicitation, and stewardship activities.
- Manage process to secure grants from tax-supported and private foundations, including research, foundation relations, proposals, and follow-up.

- Maintain accurate short and long-term budgeting to meet target goals for revenue and expenses.
- Identify and work collaboratively with various internal departments to execute fundraising and donor cultivation events, such as exhibition openings, fundraising luncheons, and other donor related events.
- Leverage greater opportunities for donor engagement and social interaction by attending, participating in, and engaging visitors, members, and donors at Museum events and gatherings. Serve as an ambassador to the community.
- Participate in the development and implementation of Museum’s strategic plan.
- Perform personnel management functions, including, but not limited to, employment/termination, performance management, training, supervision and administration of personnel policies and procedures.
- Serve as the liaison to Advancement Committee of the Board of Trustees.
- Prioritize and manage development activities in the community, vet and delegate outreach requests.
- Manage staff to maintain *Altru* database as it relates to prospects, existing donors, members, granting organizations, and corporate contributions.
- Manage a reporting system to provide transparency and analysis of the effectiveness of the program on a monthly, quarterly, and annual basis, with reporting to staff, leadership, and the Board.
- Other duties as assigned.

## Knowledge, Skills and Abilities

- Bachelor’s degree.
- Minimum of 7–10 years progressively responsible advancement experience, quantifiable results in all areas of fundraising with a focus on major gifts, capital campaign leadership experience, marketing and communications leadership, a strong record of building long-term relationships, and excellent philanthropic planning skills.
- Demonstrated success in building, cultivating, and stewarding relationships leading to measurable results, including personally soliciting and closing major gifts.
- Adherence to the Association of Fundraising Professionals *Code of Ethical Principles and Standards*.
- Previous experience in a museum or arts organization preferred.



- Ability to gather and synthesize information to create a compelling case for support.
- Demonstrated skill in productive work with board/leadership volunteers including fundraising, development planning, board development, and training.
- Excellent written and verbal communication skills and strong ability to influence and inspire.
- Experience developing high-level strategies to achieve organizational goals while providing guidance to the advancement team on tactical approaches for success, ability to analyze the market, identify external threats and opportunities, and adapt strategy to changing conditions.
- Self-motivated with the ability to manage multiple projects with minimal supervision.
- Possess excellent work habits, including a willingness to work the hours necessary to get the job done especially when important deadlines cause greater than normal departmental pressures.
- Proficient in Microsoft Office (Word, Excel, and Outlook).
- Knowledge and use of Blackbaud *Altru* or *The Raiser's Edge* preferred.
- Ethical compliance, confidentiality, and professionalism.
- Schedule will include nights and weekend events.
- Valid Florida driver license.

## To Apply

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Please submit letter of interest and resume to:

DeAnn Collins Dockery, CFRE  
Principal  
PartnersWithNonprofits.Org  
deann@partnerswithnonprofits.org

