



SENIOR DIRECTOR OF ADVANCEMENT, FULL TIME

Maymont is a 100-acre historic estate and park, located in Richmond, Virginia, with many unique experiences for all to enjoy, including the historic Maymont Mansion, The Robins Nature Center, arboretum, formal gardens, and habitats for native Virginia wildlife and farm animals. With seasonal events, programs and rental spaces, over 800,000 guests enjoy Maymont yearly. Since 1975, Maymont has been maintained and operated by the nonprofit Maymont Foundation, committed to creating experiences that delight, educate and inspire its guests.

The Maymont Foundation is seeking a talented, experienced, and ambitious Senior Director of Advancement. This role serves on the senior leadership team, and works closely with the Executive Director and Board of Directors. The Senior Director of Advancement is responsible for planning, developing, and managing marketing and development activities for Maymont Foundation to engage our community, guests, prospects, and donors. This role manages the marketing and fundraising teams, as well as the overall strategy for guest engagement, and plays a key role in longer-term planning and strategic advancement of the Maymont Foundation.

- Leads organizational advancement efforts by formulating short- and long-term marketing, fundraising, and guest engagement strategies aligned with Maymont's strategic plan and goals
- Expands and strengthens Maymont's brand and reach within the community by leading the strategic goal setting, action planning, and execution of marketing initiatives
- Grows Maymont's contributed revenue from corporations, foundations, government and individuals through the strategic goal setting, action planning, and execution of fundraising efforts
- Manages database analytics and uses data-driven metrics to monitor and evaluate marketing and development activities, modifying or realigning any that are not optimally productive
- Innovates and introduces high-impact campaigns according to the needs of the organization and designs targeted communications and solicitations focused on key audiences
- Stewards and cultivates donors, stakeholders, partners, community leaders, and guests through communications and positive experiences to increase engagement and support for Maymont
- Actively seeks out and develops community relationships with government officials, agencies, civic groups, and the media in coordination with the Executive Director and senior colleagues
- Leads, develops, and empowers the Development, Marketing, and Guest Engagement teams
- Oversees data collection, analysis, and reporting leading to actionable insights
- Works closely with internal departments to coordinate the development and execution of business unit marketing plans
- Engages fully in the life of the organization serving as a visible and hands-on presence at Maymont's special and community events
- Represents Maymont as one of its principal spokespersons
- Other duties as assigned

Core Competencies:

- Strong written and verbal communication skills
- An attention to detail and aptitude for logical thinking and analysis
- A commitment to professional ethics
- Demonstrated ability to think strategically
- The ability to interact with all levels of staff and stakeholders with positive energy
- Demonstrated ability to exercise discretion and prudent judgement



- Skilled in interpersonal relationship development and senior level management
- Experience and high comfort level with presentations in public and the media
- Skilled in use of technology, data and analysis to measure and achieve results
- Ability to innovate and to think creatively
- Ability to apply highly developed organizational, analytical and problem-solving skills
- Ability to prioritize, delegate and manage multiple tasks with concurrent deadlines
- Extensive technology, data analysis and relational database experience
- Flexibility as a hands-on team player with demonstrated experience using collaboration to achieve results

Education and Experience:

- Minimum Bachelor's Degree, with marketing, non-profit fundraising, business or related field preferred
- Minimum of 10 years relevant experience in the marketing and/or development field, with a non-profit or cultural institution preferred
- Minimum of 5 years' experience leveraging research, market trends, data and analysis to achieve results
- Participation as a key member of a high performing team
- Working knowledge of Maymont, the Richmond region, area attractions, and the philanthropic community

Physical Demands:

- Frequent sitting, standing and walking for extended periods, frequent climbing, bending, stooping and lifting up to 35 lbs.
- Ability to work inside and outside in all weather conditions
- Specific vision abilities required by the job include close vision, distance vision, depth perception, and the ability to adjust focus

FLSA Status: Exempt

Competitive compensation and benefits package include paid-time-off and health, dental, vision, disability and life insurance. To be considered for this position, please send a cover letter and resume to: employment@maymont.org. Please include the position title in the subject line.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

EOE Maymont Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer.

COVID-19 considerations:

To keep staff safe, personal protective equipment including hand sanitizer, gloves and masks are provided as appropriate. Protocols for social distancing are in place.