

## Campaign Director Office of External Affairs and Development

### Summary

The Campaign Director is a key member of the Development senior management team with the principal responsibility to plan, direct, implement, and evaluate the annual and long-range campaign activities for the Smithsonian Institution. Reporting to the Vice President of External Affairs, the Campaign Director has independent decision-making looking at overall strategic developmental concerns and planning multi-year, multi-faceted approaches to financial resource development. The Campaign Director is responsible for engaging the Institution, building consensus in support of the campaign and the Institution's mission.

Building upon past and current successes of the pan-institutional development community, the Campaign Director manages a multi-faceted program to ensure a strong base of future giving support for the organization business units, institutes, and programs.

### Major Duties

Key responsibilities of the Director include:

Participating in an integrated planning process that will incorporate all streams of fund raising,

Developing an overall strategic plan for an integrated campaign model that supports the overall mission of the organization involving all campaign professional staff and volunteer leadership in the strategic development process to utilize their expertise and cultivate their support,

Review, evaluation, and enhancement programs and policies to ensure continuity and coordination in optimizing capital campaign support across all organizational units,

Oversight of the capital campaign including creating long term campaign and marketing plans,

Development of comprehensive annual and long-range campaign development plans encompassing the priorities and critical demands for the diversified academic, research, and programmatic needs of the organization,

Develop positive relationships with current donors and provide stewardship to the donor cultivation process,

Management and professional development of all professional campaign staff, ensuring individual performance goals are achieved,

Participation in the cultivation and solicitation of selected major contributors and campaign leadership,

Managing relationships with boards and committees involving staff and volunteer leaders,

Manages a specific caseload of principal leadership and major gift prospects and donors to ensure timely steps are taken towards solicitations.

Participating as a member of the senior management team and providing consultation to the Vice President of External Affairs on all campaign related issues.

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Qualifications and competencies:

- BA Degree, MA preferred At least 7-10 years prior experience as a development professional, with at least the last 4 years in managerial positions.
- Experience in an active leadership role in a successful capital campaign in one of the following venues: higher education; museums; or community non-profit education in human service.
- Evidence of being highly energetic, self-starting, entrepreneurial and creative in formulating ideas, opportunities and strategies for development campaign activities
- Demonstrated success driving results demonstrated and recognized accomplishments as a “leader among leaders.”
- Demonstrated success persuading and influencing groups and individuals to support the organization’s agenda with respect to colleagues, team members, volunteer leadership and other potential stakeholders.
- Ability to demonstrate, communicate and represent the core values of the Institution to others.
- Demonstrated success leading and managing other professionals, support staff and volunteers to achieve short and long term professional goals and competencies individually and as members of a team.
- Demonstrated success developing and implementing strategic activities and tasks with clear goals and objectives.
- Demonstrated understanding of the complexity of the volunteer/professional relationship and success managing those relationships in a warm and professional manner.
- Demonstrated analytical skills and the ability to problem solve.
- Demonstrated ability to manage multiple tasks simultaneously.
- Demonstrated success personally soliciting significant major gifts.
- Outstanding demonstrated success building, cultivating and stewarding new relationships leading to measurable results i.e. larger donor base, increase in campaign revenue, increase in volunteer participation and partnership
- Outstanding verbal and written communication skills and the ability to present at public platforms
- Demonstrated success working collaboratively and cooperatively with others, other departments within the organization and with other organizations and entities.

Supervisory Controls

The Director of External Affairs provides broad goals, objectives, budget and priorities. Incumbent independently plans, designs, implements, and evaluates the overall program, determining methods and approaches to be used. Work is evaluated in terms of results achieved and objectives met.