



DIRECTOR OF EXTERNAL AFFAIRS PLANNING AND ADMINISTRATION

ByalaSearch LLC is pleased to announce that our firm has been retained by the Museum of Modern Art to identify candidates for the position of Director of External Affairs Planning and Administration. MoMA External Affairs encompasses Communications and Public Affairs, Individual Giving, Institutional Giving, Special Events and Affiliate Programs, Membership, and Marketing.

ABOUT THE MUSEUM OF MODERN ART

The Museum of Modern Art and MoMA PS1 celebrates creativity, openness, tolerance, and generosity. They aim to be inclusive places— both onsite and online—where diverse cultural, artistic, social, and political positions are welcome. MoMA is committed to sharing the most thought-provoking modern and contemporary art, and hope you will join in exploring the art, ideas, and issues of our time.

MoMA is a place that fuels creativity, ignites minds, and provides inspiration. With extraordinary exhibitions and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present, the established and the experimental. Their mission is helping people understand and enjoy the art of our time -- to be the most engaging museum of modern and contemporary art for the diverse local, national and international audiences it serves.

MoMA engages audiences worldwide across all channels (onsite visitation, touring exhibitions, retail stores, online, social media, email, and video) including welcoming as many as 3 million onsite visitors at their main campus on 53rd Street and at MoMA PS1. MoMA's membership base includes more than 100,000 households. MoMA's primary sources of support are admission fees, membership dues, grants from individuals, foundations, and corporations, endowment income, and revenues from retail



operations. MoMA's content is generated from our unparalleled collection, exhibitions, and programs and distributed via moma.org, social media channels, YouTube, apps, print, catalogue and digital publications, public programs, education programs and courses, among other channels.

PRIMARY ROLE

Reporting to the Senior Deputy Director of External Affairs, the Director of External Affairs Planning and Administration will be a member of the External Affairs Leadership Team, serving as a thought partner to the Senior Deputy Director and the fundraising team. The Director will advance data-driven planning and decision-making across External Affairs, developing short- and long-term metrics and supporting integrated donor strategies and planning. The Director will oversee all budget and financial processes and systems for External Affairs and liaise with the MoMA Finance team. The Director will lead talent acquisition, retention, and development strategies across External Affairs. The next Director will be External Affairs' liaison across the Museum to Finance, Human Resources and Curatorial.

The Director of External Affairs Planning and Administration will be the strategic senior leader for talent strategy, budgeting and integrated decision-making as well as for building the infrastructure to support an already successful External Affairs team. The Director will oversee the core aspects of running a 100-person team including liaising between External Affairs and the rest of MoMA and interfacing with Human Resources and Finance across the Museum. In addition to overseeing research, information services, prospect research and analytics, the Director will anticipate the strategy and information needs of External Affairs. The Director will lead process re-design, annual planning, budgeting and forecasting efforts as well as ensure the team's proficiency in using data tools.

POSITION DESCRIPTION

Specific Responsibilities in the following areas include but are not limited to:

- Working with the Senior Deputy Director and Leadership Team, oversee strategic planning for External Affairs (annual and multi-year); help set annual and multi-year fundraising and prospect engagement goals for individual donors and prospects.
- Manage and oversee External Affairs budget and financial management processes, in collaboration with the Leadership Team and key EA staff. Serve as senior leader for annual and multi-year budgeting and as liaison to the MoMA Finance team.
- Support the Senior Deputy Director and Leadership Team in planning and executing talent strategy, organizational changes, staff recruitment, onboarding and retention; serve as liaison to MoMA Human Resources.
- Work as a thought partner with the External Affairs Leadership Team and to the Senior Deputy Director to plan the professional development and training program for External Affairs; develop a knowledge map and resource options for key roles and teams; train staff on multiple uses of Salesforce to assess its effectiveness and devise future strategies around data and prospects.
- Work closely with the MoMA Finance team to create processes for invoicing from membership level to institutional, principal and board giving.
- Partner with the Director of Individual Philanthropy and the External Affairs Leadership Team to develop a prospect management framework that supports comprehensive strategies for highest-level prospects and donors; be conversant in valuations of partnerships
- Responsible for convening teams within External Affairs and across the Museum, including Human Resources, Finance and Curatorial.
- Manage and oversee a team, including hiring the Associate Director for External Affairs Operations, who is accountable for developing External Affairs' plan for information systems, information management and training in data and processes.



CRITICAL COMPETENCIES FOR SUCCESS

- Track record of serving as key partner to external affairs and institutional leadership by creating strategies in support of fundraisers, donors and mission.
- Track record of success through team leadership and personal action in several key areas: donor and fundraising strategy, planning and process design/re-design, technology and business unit planning.
- Demonstrated finance skills and soft skills to collaborate with internal teams, institutions and partners.
- Expertise in budget and compliance with both an appreciation of structures and a flexible approach to achieve institutional and donor goals.

IDEAL SKILLS AND EXPERIENCE

- 10 years of experience in advancement strategy and operations in a cultural or educational institution, or demonstrated success in related roles.
- Ability to anticipate questions and needs around resource management from a variety of angles, including donor, department and organization.
- Ability to infuse data-driven decision-making into functions.
- Familiarity with broader philanthropic community, giving and trends.
- Experience in a complex, multi-team environment.
- Excellent communication skills, both written and oral.
- Experience working with all External Affairs functions, including fundraising, communications, marketing and audience engagement.
- Knowledge of contracts related to gift agreements and estate planning.
- Must possess a strong work ethic, and be a motivated, enthusiastic team player who deeply embraces the mission of the Museum of Modern Art.



OTHER CHARACTERISTICS

The successful candidate must be a strategic and systems leader with the vision to provide guidance as well as the talent to work with colleagues to translate strategy into action. The Director will oversee the creation of processes and the training of the External Affairs team, including Fundraising to Communications to Marketing and Audience Engagement, on their implementation. The individual will support success and share experience with the goal of building a sustainable fundraising strategy. The Director must be a results-oriented performer who can bring multiple initiatives to completion simultaneously with grace and good humor. The successful candidate will be someone who can hit the ground running in a fast-paced environment, maintaining flexibility and a sense of urgency. The Director will be mature, organized and entrepreneurial with the professionalism to represent External Affairs and MoMA with passion and authority, enhancing the institution's mission and activities. The individual will have a demonstrated ability to build and bring team spirit, enthusiasm and integrity to the role to achieve results in External Affairs and at the highest levels of MoMA. The Director of External Affairs Planning and Administration will demonstrate the interpersonal skills that influence collaboration and cooperation while working cross-functionally to achieve the goals of External Affairs and support the mission of MoMA.

COMPENSATION

The compensation for the Director of Planning and Administration is targeted at \$225,000-\$250,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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