



# MAYMONT

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## **Vice President of Advancement & Engagement**

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. As a leading cultural attraction in Central Virginia, Maymont serves over 800,000 guests each year. 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 an experienced and ambitious VP of Advancement and Engagement (VPAE). The VPAE is a key member of the senior leadership team and works closely with the President/CEO, Board of Directors, community partners, and other key stakeholders to develop and advance Maymont's overall strategy through marketing, fundraising, and engagement initiatives. This role is responsible for developing and executing innovative annual and multi-year strategies that strengthen community presence and positioning, build strong community connections, and leverage community resources towards Maymont's mission and objectives. The VPAE manages the teams responsible for the delivery of Maymont's advancement efforts including marketing, fundraising, and guest engagement. This position reports to the President/CEO.

### **Position Description:**

#### *Leadership*

- Serve as a strategic leader of the foundation, collaborating with key external stakeholders and across the organization to determine short- and long-term priorities, maintain systems to measure the execution of strategic objectives, and report progress.
- Partner with the President/CEO and senior leadership team to define Maymont's fundraising and marketing priorities aligned with the organization's strategic direction.
- Provide oversight and project management on related projects and initiatives across the organization to ensure cohesive collaboration and communication between departments and leadership.
- Collaborate with internal teams to execute campaigns and initiatives focused on members, donors, stakeholders, and guest engagement.
- Lead organization communications and marketing efforts, including developing and implementing plans for promotion, public relations, design, and other related areas. Ensure alignment with organizational objectives and support amplification opportunities for major campaigns and initiatives.
- Enhance organizational voice, guest experience and messaging across platforms including print, web, digital, on-site signage, as well as physical engagement in-person.
- Conduct market assessment and peer benchmarking to identify opportunities to expand Maymont's presence in the community, relevance and visibility, as well as overall engagement strategy.
- Collaborate with internal departments to develop and implement client and guest satisfaction strategies and opportunities for new and existing experiences at Maymont.



## *Marketing & Communications*

- Serve as the strategic and creative visionary for the Maymont brand experience, leading planning for campaigns, events, programs, activities, and initiatives. Ensure consistent articulation of Maymont's image and message.
- Work closely with internal departments to coordinate the development and execution of business unit marketing plans for the promotion of programs, events, and activities to raise awareness and engage community support.
- Collaborate with key internal stakeholders on crafting messaging and content to ensure alignment with organizational direction and brand strategies and initiatives. Ensure unified communications across touchpoints.
- Collaborate with Board and senior leadership to create case statements for fundraising priorities. Ensure staff and Board members have the necessary tools to communicate consistently and impactfully to external audiences.
- Create, implement, and measure communications initiatives, including SEO/SEM and other promotional campaigns, to enhance Maymont's image and position among Central Virginia's attractions and cultural organizations.
- Build relationships with media outlets and community partners. Apply creative approaches to public relations efforts and collaborate with public relations partners.
- Track and analyze media coverage and guest feedback to assess the effectiveness of public relations strategies, identify opportunities for improvement, and respond to media inquiries and developments.

## *Resource Development*

- Develop and implement annual and multi-year fundraising strategy and operating plans inclusive of diverse revenue streams including corporations, foundations, government and individuals. As part of this, set, monitor, and report on measurable goals for revenue, sustainability and growth.
- With Development Director, create and manage cultivation and solicitation strategies for individual major gift prospects, partnering with Maymont's Board of Directors, senior leadership, and key stakeholders. Collaborate with colleagues across the organization to research and identify philanthropic potential within existing organizational relationships, and to identify prospective supporters.
- Work closely with the advancement team to forecast annual revenue goals, perform regular revenue reporting and manage donor reports to maintain accuracy and financial accountability. Manage analytics and use data-driven metrics to monitor and evaluate development efforts, modifying or realigning any that are not optimally productive.
- In partnership with President/CEO and key staff, manage a portfolio of the organization's highest capacity corporate and foundation funders (current and prospective).
- With Development Director, oversee philanthropic grants process, including prospect identification and alignment of funding opportunities with strategic objectives, grant application submissions, award management, post-award reporting, as well as stewardship for current and prospective grant-related funders.
- Grow membership program and build Maymont's base of support through strategic marketing and public relations campaigns. Work with the marketing and development teams to promote and



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implement fundraising campaigns across a variety of channels, focusing on increased donor retention and overall commitment levels.

- Lead brand partnership strategies and work with the development team to align opportunities for corporate funding and volunteer engagement with Maymont's priorities and initiatives.
- Serve as a primary presence in planning and delivery of cultivation events, programs, and activities, including the annual gala, to provide opportunities for new and renewed supporter engagement.
- Stay informed about local, state, and national issues, and actively seek out new grants and funding opportunities.

## *Stakeholder Relations*

- Represent Maymont at community events and meetings to enhance visibility and foster partnerships that support the mission and objectives.
- Coordinate impact initiatives to engage elected officials, local corporations, affiliations, and other community groups.
- Partner with President/CEO in activities of the Board of Directors, including the creation of annual engagement plans, new Board member recruitment, and building Board members' impact.
- Actively seek and develop relationships with government officials, agencies, and civic groups with the President/CEO and senior leadership.

## *Resource Management*

- Manage marketing and public relations expenditures against budget ensuring timely, cost-effective delivery of products and services by vendors and consultants.
- Track the organization's key performance indicators, maximizing return on investment and solving problems creatively. Provide updates and insights to the leadership team.
- Recommend and oversee new investments in rapidly evolving technologies, including the growth of new media technologies and interpretation of evolving audience demographics, particularly as it relates to acquiring new donors, renewing and upgrading current donors, and enhancing guest engagement and brand perception.

## **Core Competencies:**

- Demonstrates an ability to anticipate future consequences and trends accurately, has broad knowledge and perspective, and is able to create effective strategies and plans.
- Provides timely and clear information, is able to communicate complex ideas effectively, both verbally and in writing, and is skilled in presenting to various stakeholders, including media, donors, and community partners.
- Superior writing, editing, and verbal communication skills, with experience in creating various types of content and stewarding donors, including creating supporting collateral to engage them.
- Proven ability to design and execute marketing and communications strategies, with strong creative, strategic, analytical, and organizational skills.
- Steadfastly pushes self and others for results, can be counted on to achieve and exceed goals, is constantly and consistently one of the top performers, and is very bottom-line oriented.
- Dedicated to meeting the expectations and requirements of internal and external customers, acting with customers in mind, establishing and maintaining effective relationships, and gaining their trust and respect.



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- Capable of coaching teams, creating strong morale and spirit, fostering open dialogue, sharing wins and successes, and defining success in terms of the whole organization.
- Strong project management, organizational, and leadership skills, including managing diverse staff and overseeing vendors, suppliers, and consultants.
- Skilled in interpersonal relationship development and a demonstrated ability to exercise discretion and prudent judgement.
- Excellent computer skills, including knowledge of desktop publishing, CRM systems, web analytics tools, and non-profit fundraising software. Experience with Blackbaud a plus.

**Education and Experience:**

- Minimum Bachelor's Degree, with advanced degree in marketing, non-profit management, business or related field preferred
- Minimum of 10 years relevant experience in the marketing and/or development field, with non-profit or cultural institution preferred
- Working knowledge of Maymont, the Central Virginia region, Richmond area attractions, and the philanthropic community preferred

**Physical Demands:**

- Frequent sitting, standing, walking and talking for extended periods
- Frequent climbing, bending, stooping and lifting up to 50 pounds
- 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

**Requirements:**

- Candidates must be able to pass a background check.
- Upon hire, must have a valid driver's license with reliable transportation to/from Maymont.

FLSA Status: Full-Time, Exempt

Competitive pay dependent upon qualifications and experience. Total compensation includes comprehensive benefit plan with employer contribution, 403b retirement option, plus paid time off with paid holiday schedule.

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This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and perform other job-related duties. This document does not create an employment contract, implied or otherwise, other than an "at-will" employment relationship.

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

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

**Maymont Foundation 1000 Westover Road, Richmond, VA 23220**