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# National Civil Rights Museum

## Senior Development Officer Position Description & Candidate Profile

# Senior Development Officer

## Location

Memphis, TN

## Reports to

Chief Development Officer

## Our Client

The National Civil Rights Museum (NCRM), located at the historic Lorraine Motel, honors and preserves the legacy of Dr. Martin Luther King. The Museum chronicles the American civil rights movement and tells the story of the ongoing struggle for human rights. The mission of NCRM is to educate and serve as a catalyst to inspire action to create positive social change.

After the tragic assassination of Dr. King at the Lorraine on April 4, 1968, the once successful black-owned business went into steep decline. In 1987, the Lorraine was bought at auction and with the support of the City, State and private donors, the National Civil Rights Museum (NCRM) opened to the public in 1991 as the first museum of its kind to tell the comprehensive story of the American Civil Rights Movement.

Over the years, millions of visitors from around the world have come to this historic site and museum, and the Museum has continued to expand. The nearby Young & Morrow building was acquired and renovated, opening to the public in 2002. Major achievements include accreditation by the International Coalition of Sites of Conscience (2009) and the American Alliance of Museums (2011). The NCRM Administration building was added in 2012 as a part of the 18-month \$27.5M comprehensive renovation of the Lorraine exhibits and facility unveiled April 2014. The endowment fund was created by a successful challenge grant by the National Endowment for the Humanities (2015) and now stands at \$12M. A Smithsonian Affiliate (2016) and internationally acclaimed cultural institution, the Museum was recognized as a 2019 National Medal of Honor Award recipient by the Institute of Museums and Library Services, the top national honor for museums and libraries.

In 2018, the Museum commemorated the 50<sup>th</sup> anniversary of Dr. King's assassination with a year-long series of events (MLK50) that, in collaboration with the University of Memphis, brought national thought leaders together to create a blueprint for progress on racial inequity and poverty alleviation. The following year,

NCRM began to re-envision the comprehensive use of the Young & Morrow building and the Legacy exhibits housed within it, as well as the adjacent Founders Park.

Serving as the new public square, the Museum is steadfast in its mission to honor and preserve the site of Dr. King’s assassination. The NCRM chronicles the American Civil Rights Movement and tells the story of the ongoing struggle for human rights, serving as a catalyst to inspire action to create positive social change. At its peak, 330,000 people visited the museum in 2019, one-third of whom were students. It is a TripAdvisor Travelers’ Choice Top 5% U.S. Museum, *USA Today’s* Top 10 Best American Iconic Attractions; Top 10 Best Historical Spots in the U.S. by TLC’s *Family Travel*; Must See by the Age of 15 by *Budget Travel and Kids*; Top 10, American Treasures by *USA Today*; and Best Memphis Attraction by *The Commercial Appeal* and the *Memphis Business Journal*.

The Greater Memphis region, with a population of more than 1.3 million people, spans one hundred or so miles in each direction, with Memphis as its commercial and cultural core. Memphis is the 25<sup>th</sup> largest city in the U.S., and was named by the *Chronicle of Philanthropy* as the “most giving city in America”. It is a proudly minority-majority city that is 65% African-American, where history, the arts, sports, public green space, higher education institutions, and dynamic food and music scenes enrich its affordable lifestyle. For the past few years, the South Downtown Historic District, where the Museum is located, has been undergoing a renaissance with new hotels and residential development, as well as the Memphis Convention Center, currently under renovation. Memphis, though not without its problems, has a robust civic infrastructure of organizations and individuals that band together to create solutions. The National Civil Rights Museum sits at the nexus of peaceful social protest and addressing racial inequity both locally and nationally. In this context, then, this role provides an outstanding professional opportunity in a friendly, welcoming community.

Learn more about the National Civil Rights Museum at <https://www.civilrightsmuseum.org!>

### **Position Responsibilities**

The Senior Development Officer will manage a portfolio of individual, corporate, foundation and government donors. In addition, the Senior Development Officer will work to create and sustain new donor relationships in Tennessee and beyond, with the goal of sustaining the NCRM’s present and future. The Senior Development Officer will continually look to build new donor partnerships and deepen existing relationships, keeping in mind the need to diversify and expand the Museum’s

funding base. This position will also participate in multi-year campaigns (capital, endowment), working with the Chief Development Officer. In general, all Development Team members work together to achieve institutional and departmental goals.

Specifically, the Senior Development Officer will be responsible for:

- Meeting assigned fundraising goals (\$2m annually)
- Tracking and achieving strategic annual income goals with an eye to increasing support and strategically increasing donor engagement and generated revenue
- Acquiring, cultivating and stewarding new and existing donors and partners
- Managing NCRM's government grants portfolio
- Participating in planned giving efforts, as appropriate
- Assisting the Chief Development Officer in planning the overall development strategy for the Museum
- Funding all museum programs, working across departments to develop sponsorships, leveraging the internal expertise at the Museum to meet donor needs and secure funding
- Managing and tracking the calendar of donor requests and reporting requirements
- Tracking current and prospective donors' engagement in Raiser's Edge
- Providing weekly pipeline reports and monthly reports on activities
- Partnering with Communications to produce fundraising collateral materials,
- Being an advocate for the National Civil Rights Museum

### **Profile of the Successful Candidate**

The National Civil Rights Museum is committed to having a diverse workforce to promote effective engagement with all communities in the region. The Museum seeks a development professional with a track record of fundraising and managing a development organization; strong financial and strategic acumen, keen curiosity and the desire to continue learning; a collegial work style; a sense of humor; and the dedication to work hard in support of NCRM's mission. Over time, the successful candidate will develop an in-depth knowledge of NCRM, its strategic plan, programming, and operations.

Within this framework, the National Civil Rights Museum seeks a Senior Development Officer with the following attributes:

- Bachelor's degree (Master's degree a plus)

- Minimum of five (5) years of fundraising experience in nonprofit environments; museum experience a plus
- Outstanding persuasive written and verbal communication skills, as well as interpersonal and organizational skills
- Demonstrated ability to digest large amounts of data and communicate that information succinctly
- Experience in working with Raiser's Edge or other donor databases
- Attention to detail and follow-through
- Flexibility, and the ability to sustain workloads over extended periods during special campaigns and other situations
- Ability to exercise judgment consistent with and supportive of Museum goals, as well as demonstrated ability to cope with pressure
- Knowledge of donor research techniques
- Knowledge of legal and tax matters relative to charitable contributions and fundraising
- Experience in working with designers and printers in the production of promotional materials
- Excellent administrative, organizational, planning, budgeting and interpersonal skills
- Demonstrated ability to work collaboratively with fellow managers and other partners

## **Start Timeframe**

We seek to have someone in place by Fall 2020.

## **Compensation**

This position offers a competitive salary in line with community foundations of its size, and includes a comprehensive benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

## **To Apply**

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Monica Rodgers, Senior Consultant. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all

interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

*At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.*

**Learn more about The 360 Group at [the360group.us](https://the360group.us).**