



Director of Development

Position Profile

Introduction to Washington County Museum of Fine Arts

Washington County Museum of Fine Arts' (WCMFA) mission is to provide a vibrant place for the presentation and exploration of art of lasting quality for the benefit of a diverse public through intentional art collecting, lively interpretation, diligent preservation and care, active education programs, and opportunities for social interaction. A beloved community resource for over 90 years, WCMFA has welcomed four generations of local residents and is considered one of the finest small museums in America.

Founded in 1931, WCMFA is a premier regional fine art museum with a collection of more than 6,500 works of art. WCMFA is the only fine art museum within a 65-mile radius and the only American Alliance of Museums-accredited institution in Western Maryland. WCMFA has an ambitious schedule of temporary exhibitions, classes, lectures, concerts, and online interpretive programs. The permanent collection has strengths in American art, Old Masters, and art of world cultures. In 2022, WCMFA mounted exhibitions that showcased internationally recognized works of art that engaged visitors around topics as varied as the Underground Railroad, the history and cultural artifacts of Hagerstown's historically Black Jonathan Street neighborhood, and breathtaking Islamic decorative arts on loan from the Huntington Museum of Art.



With free admission to all, WCMFA has long been recognized as an essential resource to Washington County and the broader four-state region. The Museum offers appealing exhibitions and programs developed to reach diverse audiences, including aspiring and practicing artists, students, educators, scholars, art collectors, and patrons. In addition to an inspiring collection, the Museum hosts myriad public events, concerts, community events, and educational programs that provide diverse audiences the opportunity to participate in and enjoy this gem in their community.

The Opportunity



Washington County Museum of Fine Arts seeks a strategic and experienced development leader to oversee the growth and evolution of the organization's fund development strategies. The Director of Development will be a thought partner to a visionary Executive Director and a peer to an experienced, committed team of leaders who share an unwavering commitment to become a nationally recognized campus in the art world and serve as a cornerstone for an enhanced arts district in Hagerstown while contributing to the city's revitalization.

It is an extraordinary time for WCMFA. The Museum is at the cusp of a transformational capital campaign and is embarking



on the creation and construction of a new education center and arts campus. The Director of Development will play a critical role in achieving this growth, while also building and growing the development program and creating the infrastructure to support the growth of WCMFA.

The Director of Development will be a strategic and dynamic fundraising leader who has a deep understanding of fundraising principles, methods, and tactics. They will be highly collaborative and a strong motivator who will promote a culture of philanthropy among the board, volunteers, and staff that will result in increased philanthropic support to the organization. The new director will have a passion for the arts and the community of supporters who make the work possible. As a member of the senior management team, the Director of Development will collaborate with colleagues to identify opportunities for philanthropic investment that will further the impact and reach of Washington County Museum of Fine Arts.

About the Position

The Director of Development works in partnership with the Executive Director to ensure the organization continues to build its resources:

- through effective donor relationships (new and existing);
- leveraging relationships with individuals, corporations, foundations, and government partners in the communities WCMFA serves;
- developing and implementing a comprehensive development plan that grows contributed revenue;
- managing day-to-day needs of the development office and capital campaign; and
- elevating WCMFA's brand awareness in the region.

Key Position Functions

Fundraising Strategy, Planning, and Execution: Develop and implement a comprehensive plan for raising funds for the institution. Focus efforts to increase financial support to the organization through annual fund, major giving, foundation, corporate, government, special events, and planned/endowment giving. Ensure that decision-making is informed by research and data; that all initiatives have a plan, measurable goals, and are easily accessible for decision-makers. Create and manage the annual budget of the development department and capital campaign. Ensure the fundraising budget and activities align with the Museum's exhibition and events calendars.

Capital Campaign: Schedule, attend, and support all capital campaign planning and Steering Committee meetings. Conduct ongoing prospect research. Manage and maintain records of cultivation strategies, evaluations, solicitations, contact reports, and results of all contacts with campaign prospects. Maintain records regarding campaign gifts and pledges, including payment schedules and pledge reminders.

Partner with all departments of Museum to ensure consistent voice: Provide guidance, training, support, and positive feedback to ensure high performance by each team member in meeting fundraising objectives and goals. Work with colleagues to enhance the reputation of the Museum locally, nationally, and internationally. Work with Museum Director, Education, and Curatorial staff members on grants designed to support exhibitions, programs, and mission-driven initiatives.



Culture of Philanthropy and Case for Support: Promote a culture of philanthropy with the organization’s board, staff, and volunteers that will increase donor support and high levels of giving to the organization. Collaborate and partner closely with all functional areas of the organization to encourage, connect, and support philanthropic giving. Develop and communicate a clear and compelling case for supporting WCMFA.

Board Relations: Guide and lead board and committee members in identifying and cultivating donors. Develop and maintain positive relationships with board members and volunteers to ensure maximum support for fundraising activities. Maximize stakeholder networks to increase support to WCMFA. Create opportunities for recognition. Provide timely and accurate fundraising reports to the board. Serve as the primary liaison to the Development Committee and Campaign Cabinet.

Donor Relations and Stewardship: Develop and maintain strong relationships with donors, funders, and the corporate and government sector. Initiate and maintain positive relationships with donor prospects, current donors, and past donors. Develop appropriate and respectful donor development, solicitation, and stewardship plans in the region. Develop and implement recognition activities for campaign, major, planned, and endowment donors.

Development Communications: Work with Director of Marketing and Communications to develop, produce, and distribute targeted communications for fund development. Ensure that the organization’s brand and voice are included in all development materials.

Membership Services: In collaboration with Manager of Visitor & Volunteer Services, manage membership program, including creating membership materials, creating and implementing membership campaigns, evaluating and administering membership benefits and members-only events.



Competencies

- Strong relationship skills
- Fundraising technical skills
- Fundraising acumen
- Communicates effectively, verbally and in writing
- Listens
- Instills trust
- Drives engagement
- Collaborative
- Builds networks
- Nimble learning
- Balances stakeholders
- Interpersonal savvy
- Plans and aligns
- Drives results
- Action-oriented
- Persuades



Qualifications

Required

- Bachelor's degree in appropriate field
- Five years' experience in fundraising
- Demonstrated experience building and managing relationships with diverse groups and audiences
- Demonstrated success in cultivating, soliciting, and securing major gifts from individuals, foundations, corporations, and government
- An understanding of and experience with donor databases and systems

Desired

- Experience with grant writing
- Experience with planned giving and endowments
- Capital campaign experience
- Master's degree
- CFRE

Compensation

Salary Range: \$80,000-100,000, commensurate with experience

Application Process

Benefactor Group is pleased to be assisting WCMFA with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

Please do not contact WCMFA Staff or Board with questions or interest in the position; all inquiries should be directed to the Benefactor Group Recruitment Team. Candidates are urged to visit the WCMFA website at: <https://wcmfa.org/>



About Hagerstown, MD

Hagerstown is one of the Mid-Atlantic region’s best-kept secrets. Named among the top 30 “Cities on the Rise” by [National Geographic Traveler](#), Hagerstown blends small-town charm with big-city opportunities. From national parks and historic sites to a thriving arts district and cultural venues, there is something for everyone here.

Rolling hills, waterways, and rich farmlands create an idyllic setting for those looking to make their home in Maryland. And while natural beauty abounds, Hagerstown—nicknamed “Hub City”—is far from remote. A county transit system and regional Amtrak routes provide easy access throughout the D.C./Baltimore Metropolitan Area and along the eastern seaboard, making the city a popular home for both commuters and frequent travelers.

Home to more than a dozen state and national parks, many with historical significance, Hagerstown and Washington County have also become major tourist attractions. Several key Civil War sites and moments are memorialized here, at Antietam National Battlefield, Antietam National Cemetery, Harpers Ferry National Historic Park, and along the Hagerstown Underground Railroad Trail. The Chesapeake and Ohio Canal National Historic Park, Potomac Heritage National Scenic Trail, and a section of the famous Appalachian Trail provide abundant options for hiking, biking, birding, boating, and kayaking. Combined, these must-see destinations draw hundreds of thousands of tourists each year.

In the heart of Hagerstown sits historic City Park, home of the Washington County Museum of Fine Arts. Considered one of the [top 10 most beautiful city parks](#) in the United States, visitors can tour the 18th-century home of the city’s founder at the Jonathan Hager House Museum, traverse a network of lakes and wooded walking trails, or take advantage of the many picnic and recreation areas. The half-mile Hagerstown Cultural Trail winds from City Park to the Arts & Entertainment District and is lined with public art experiences, galleries, and shops featuring the works of local and international artists.

Beyond cultural attractions, Hagerstown offers ample access to educational opportunities, including an excellent public school district, private schools, and a community college. The University of Maryland (UM) at Hagerstown allows locals to take advantage of undergraduate and graduate programs from five of the UM system of institutions. And some of the nation’s best universities—including Johns Hopkins, Howard, and George Washington—are just a few hours’ journey by car and train.

As the local visitors’ center says, in Hagerstown, “the journey is the destination.”