



# External Affairs Director

## Job Profile

## Dayton, Ohio

---

**Submission Deadline:** Initial review of submissions will begin December 3, 2021. This job listing will remain open until the first interview phase is complete or until a sufficient number of qualified candidates have been identified.



### Mission

The Dayton Art Institute is committed to enriching the community by creating meaningful experiences with art that are available to all.

### Inclusion, Diversity, Equity and Accessibility Mission Statement

The Dayton Art Institute aspires to develop, promote, and sustain an organizational culture and reputation in the communities that we serve as an organization that values, nurtures and leverages inclusion, diversity, equity, and accessibility in all that we do.

# External Affairs Director

## Job Profile

---

### **Role of the External Affairs Director**

The External Affairs Director is a senior leadership position that develops strategies around public relations (PR), media relations, marketing, special events, fundraising events, wedding and event rentals, and museum store operations for the museum; and leads the short and long-term planning, as well as driving integration and alignment, among all earned revenue-generated areas.

As the senior PR, media and marketing officer, EA Director oversees efforts to promote the Museum and its collections, programs, activities, exhibitions, and facilities to local and national media (print, electronic and broadcast), and oversees all aspects of media relations, marketing, and advertising for the purpose of Museum positioning, branding visibility, and audience and visitor growth in support of the Museum's mission and goals. Must be adept at stewarding the museum's digital content from ideation to delivery.

As the senior special events officer, EA Director provides leadership oversight of the 64-member Associate Board volunteer group and the Former Associate Board alumni group, which are responsible for helping plan and execute the museum's three Signature Events—Bourbon & Bubbles, Art Ball and Oktoberfest. In coordination with Sponsorship and Special Events Manager, assists in the selection, orientation, training, mentoring, planning, assigning of tasks, and monitoring performance for the Associate Board, as well as all internal and external communications, fundraising and execution for all aspects of the Signature Events. Accountable for budget development, maintenance and reporting for Signature Events; in close collaboration with the EA Director and CEO, Development Director, and Sponsorship & Special Events Manager, develops goals and strategies for Associate Board and Former Associate Board volunteer groups.

As the senior event rentals officer, leads the Museum's efforts to develop, plan, market and execute a wide variety of rental and special events both for internal and external stakeholders, and to produce a stream of unrestricted revenue for the Museum through rentals. Events include weddings, receptions, lectures, workshops, meetings, music and theatre performances, luncheons, and dinners for corporate and individual clients, as well as internal events such as exhibition openings, receptions, and donor cultivation events. Ensures Museum is well-marketed to potential clients. Oversees the overall operation for the catering and food service production provided through third-party vendor services. Ensures the museum's high-quality standards are consistently met in quality, service, health, and safety.

As the senior retail officer, EA Director is fully accountable for the success of retail operations for the DAI. Responsibilities include directing the administrative, operational management and performance of the museum's retail functions, including the online store, in areas of merchandise planning and display, promotional strategies, revenue optimization and customer service in an effort to satisfy the needs and desires of the Museum members and guests.

### **Challenges and Opportunities**

This position is challenged by the diversity of responsibilities. The EA Director is required to manage multiple operational functions, in a rapidly evolving institution. The EA Director must be able to successfully plan and implement public relations and marketing strategies and various earned income programs, processes, and procedures for all divisions/departments within the museum.

The EA Director must exhibit excellent judgment and communication skills while dealing with individuals with widely varying backgrounds and styles.

As a member of the senior leadership team, the EA Director plays a critical role in advancing the museum's inclusion, diversity, equity, and accessibility strategies internally and externally and must be able to execute plans personally and through staff members and other internal and external partners. Must be able to build relationships that can be effective in all circumstances.

### **Reporting Relationship**

The External Affairs Director reports to the Director and CEO and is a key member of the Senior Leadership Team.

The External Affairs Director manages five direct reports, 17 total divisional staff, and 64 volunteers.

Reporting to the External Affairs Director are the following: Marketing & Communications Manager, Multimedia Designer, Museum Events Manager, Museum Store/Events Rental Manager; dotted line to Sponsorship & Special Events Manager.

### **Fiscal Oversight**

The External Affairs Director oversees a \$1.1M total annual revenue and expense budget.

Pre-COVID-19, the museum had an annual attendance of more than 116,000 visitors and an annual budget of nearly \$5M. Growing the museum's long-term financial security remains a strategic priority for the DAI Leadership Team and Board of Trustees.





## **Desired Qualifications, Experiences, Skills & Abilities**

- Fifteen or more years of equivalent combination of education and management experience in a small to medium size organization, non-profit and/or cultural arts related organization preferred with minimum of 5 years of senior level management experience
- Broad knowledge of museum trends a plus
- Knowledge of or successful and progressive event management, retail and/or hospitality experience
- Experience in graphic design desired
- Knowledge of and ability to identify, interpret and apply appropriate laws and regulations
- Successful record of achievement in leading and managing multiple earned income functions
- Demonstrated ability to set and achieve revenue targets
- Mastery of supervisory skills and the ability to develop and mentor a high functioning team culture among groups of diverse, talented individuals
- Ability to build and cultivate professional relationships, identify, and use internal/external resources creatively and effectively, and utilize a strong network of contacts
- High level of resilience and comfort managing strong personalities with patience and a sense of humor
- Knowledge of American Sign Language or multilingual a plus
- Must be able to work flexible schedule, including evenings and weekends

## **Desired Candidate Profile**

To be successful at DAI, the successful EA Director must be:

- |                           |                                       |
|---------------------------|---------------------------------------|
| • Collaborative           | • Flexible                            |
| • Creative                | • Passionate for arts and DAI mission |
| • Detail oriented         | • Results-oriented                    |
| • Driven                  | • Team spirited                       |
| • Emotionally intelligent |                                       |

To be effective in this position, the desired External Affairs EA Director must be good at:

- |   |   |
|---|---|
| • Change and Time Management                  | • Honing the organization's systems and processes to meet current needs |
| • Cost consciousness                          | • Integrity   |
| • Data analysis/gathering/fluency             | • Leadership/Management   |
| • Deft communication and presentation         | • Organization skills   |
| • Digital literacy                            | • Strategic agility and foresight                                       |
| • Forecasting, planning, and managing budgets | • Team and relationship building  |
|   | • Technology savvy  |

## How to Apply

For full consideration, submit letter of interest including salary expectation and resume. Relocation assistance available. Click this link to apply <https://jobapply.page.link/sqfK>

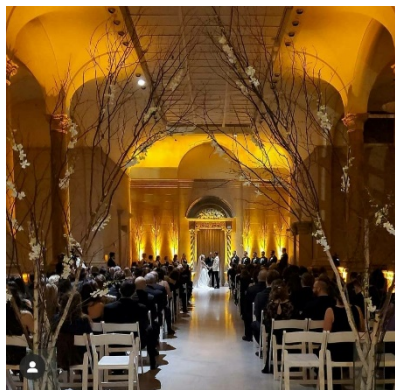
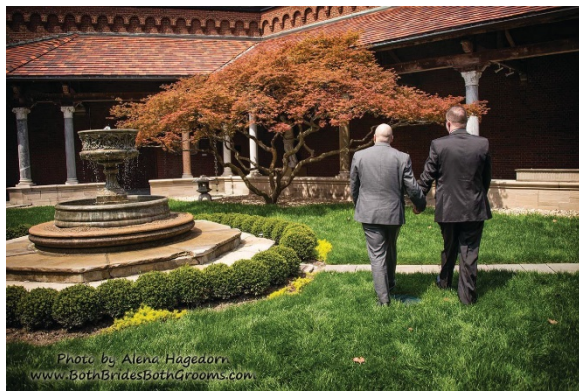
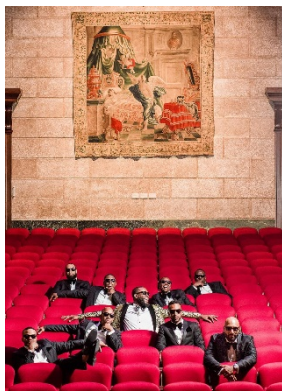
**Submission Deadline:** Initial review of submissions will begin December 3, 2021. This job listing will remain open until the first interview phase is complete or until a sufficient number of qualified candidates have been identified. NOTE: Incomplete application materials may not receive full consideration for the position.

---

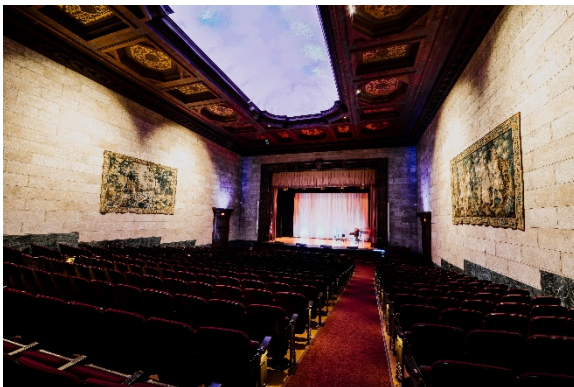
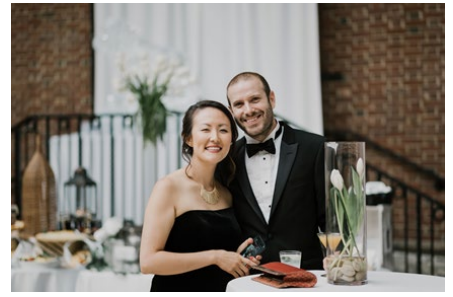
### GENERAL INFORMATION:

The Dayton Art Institute is a smoke, nicotine, and tobacco free workplace. In an effort to improve the overall health of the workforce and while reducing health care benefit costs, The Dayton Art Institute has enhanced its Nicotine/Tobacco Free Workplace Policy to no longer hire nicotine/tobacco users. The use of any nicotine products including cigarettes, cigars, chewing tobacco, e-cigarettes and any other products containing nicotine and/or other nicotine products that are not approved by the Federal Drug Administration for tobacco cessation are prohibited. The use of electronic smoking devices (also known as electronic cigarettes or “e-cigarettes”) is prohibited in any place where smoking of tobacco products is prohibited.

Calls and emails regarding the status of your application materials will not be accepted. Due to the high volume of submissions generally received, DAI contacts only a small percentage of applicants. Therefore, if there is interest in discussing this position with you, someone on staff will contact you via email.







## ABOUT Dayton Art Institute & Museum History

Dayton, Ohio

---

Today's Dayton Art Institute began as the Dayton Museum of Arts; the official letter of incorporation was signed on February 28, 1919. The Dayton Museum of Arts was originally located at the corner of Monument Avenue and St. Clair Street in downtown Dayton. It was housed in the stately Kemper home, which was razed in 1945. The museum began as an art school with a small art collection. In 1927, the name was changed to the Dayton Art Institute to reflect the growing importance of the art school.

The new museum grew rapidly during its first decade, quickly outgrowing its original home in downtown Dayton. Through the generosity of benefactor Julia Shaw Patterson Carnell, who pledged \$2 million, and many others in the community, construction of a new home, sitting atop a hill overlooking downtown Dayton, began in 1928. The beautiful museum building was designed by renowned museum architect Edward B. Green from Buffalo, New York.

Despite the challenges presented by the stock market crash of 1929, the new museum building was completed and opened in January 1930. In 1964, the Rike Pavilion was added to provide expanded space for the School of the Dayton Art Institute. Unfortunately, growing external competition led to the closure of the art school in 1975. Today, the Rike Pavilion houses administrative offices and the museum's education studios.

In September 1994, the museum announced its largest ever capital campaign, the Renaissance Campaign, to fund a major renovation and expansion of the museum. The Dayton Art Institute reopened in June 1997 with more than 35,000 square feet of additional exhibition space and completely renovated permanent collection galleries. The renovations added a new Entrance Rotunda and contemporary gallery, completing Julia Shaw Patterson Carnell's original vision for the building, and enclosed the Shaw Gothic Cloister to create a new year-round event space.

When the new museum building originally opened in 1930, there were approximately 200 objects in the collection. Over the course of 100 years, the collection has grown to more than 27,000 objects. The first registered object in the collection was the beautiful bronze sculpture fountain Joy of the Waters, by Harriet Whitney Frishmuth, a gift from Julia Shaw Patterson Carnell. The sculpture was originally located in the garden of the first museum location on Monument Avenue and moved to the Italian Cloister (now the Hale Cloister) of the new building. In honor of the Renaissance Campaign the work was conserved and moved to the Dicke Wing of American Art to protect it from the elements.

The museum's encyclopedic collection has evolved to become recognized nationally and internationally as one of the finest collections in the Midwest, with areas of focus in African, American, Ancient Americas, Antiquities, Asian, Contemporary, European, Glass, Photography, Textiles and Works on Paper.

Today, the museum seeks to grow acquisition funds and is committed to collecting works that can add to its encyclopedic collection, especially those by underrepresented artists, particularly works by minorities and women.

The museum has also built a tradition for presenting and organizing outstanding special exhibitions. As early as 1960, the museum began organizing exceptional exhibitions such as the Chrysler Collection of French Paintings, which attracted 56,000 visitors.

Recent exhibition highlights have included *Dayton Celebrates Glass: Chihuly, Littleton, Labino and Beyond*, *Into the Ether: Contemporary Light Artists*, *Ubuhle Women: Beadwork and the Art of Independence*, *Our Century: Dayton Area Collects*, *Samurai, Ghosts and Lovers: Yoshitoshi's Complete 100 Aspects of the Moon*, and *Ralston Crawford: Air + Space + War*.



In 2019, the museum celebrated the centennial of its founding, with two community open house events and more than 100 Happenings for 100 Years. With innovative programming, increased use of technology and expanded services, the Dayton Art Institute will continue to thrive in its second century.



## Dayton Region

Dayton is the sixth largest city in Ohio, and the Dayton metropolitan region, with a population of nearly one million, is the fourth largest metropolitan area in Ohio. The Dayton Region offers many of the amenities of a larger urban region--world class cultural venues and museums, numerous professional performing and visual arts organizations, professional sports, first-rate restaurants, and shopping, excellent universities and colleges, quality health care and a variety of career opportunities. Dayton also provides the convenience of small-town living--outstanding recreational facilities, parks and hiking trails, affordable housing ranging from modern suburban living to revitalized historic neighborhoods, excellent public and private schools, convenient transportation, and moderate cost of living. It is a great place to raise a family. Within a 90-minute drive of downtown Dayton is a population of 6 million people. The major metropolitan areas of Cincinnati, Columbus, Toledo, Cleveland, Indianapolis, Detroit, and Louisville are all within a few hours' drive from Dayton.

Dayton is the Birthplace of Aviation, where Wilbur and Orville Wright tested and perfected flight and paved the way for aviation as we know it today. Dayton is the home of the National Aviation Hall of Fame, National Museum of the United States Air Force and Dayton Aviation Heritage National Park.

It is also home to Wright-Patterson Air Force Base, the largest single-site employer in Ohio and a world-class science and technology hub with more than 20,000 military and civilian employees. Major national and international companies with either corporate headquarters or significant operations in the Dayton area range from high-tech to information services to health care to manufacturing to retailing and services. The healthcare and high-tech industries are among the fastest growing segments of the Dayton economy.

In addition to the DAI, Dayton is home to a many high-quality arts and cultural institutions. The Dayton Ballet is one of the oldest regional ballets in the country. Dayton Contemporary Dance Company is internationally acclaimed. Dayton Opera and Dayton Philharmonic Orchestra are among the performing arts organizations that perform at the \$100 million Schuster Performing Arts Center in downtown Dayton. Dayton Live, which manages the Schuster Center, historic Victoria Theatre, and the Metropolitan Arts Center, presents an annual touring Broadway Series, as well as numerous other performing arts events, and The Human Race Theatre Company, Dayton's professional equity theatre company, recently celebrated its 30th anniversary.

Dayton is known for the number of high-quality colleges and universities located nearby. They range from public institutions like Wright State University and the Air Force Institute of Technology to mid-sized private universities like the University of Dayton and a host of nationally ranked small liberal arts colleges. Sinclair Community College is consistently ranked among the best two-year colleges in the world. The DAI maintains strong relationships with many of the colleges and universities in the region.

