



Vice President of Advancement

About the Alliance: The American Alliance of Museums (AAM) supports all museums across the United States, including aquariums, zoos, historic sites, parks, and gardens. Serving over 30,000 members including museums, museum professionals, and companies that support the sector, the Alliance is the largest national museum organization in the U.S. The Alliance serves its membership and the museum community through four pillar programs: Learning, Building and Connecting our Community, Advocacy, and Practice Management. Maintaining an annual operating budget of \$11M with 40 staff members, we are a 501(c)3 nonprofit headquartered in Arlington, VA and an equal opportunity employer.

The Opportunity: The Vice President of Advancement is a newly created role responsible for the alignment, planning, managing, and execution of a comprehensive and strategic member engagement effort to grow revenue from all constituents on AAM's Member Continuum. This position will lead the strategic vision for our Membership and Development departments and will be responsible for spearheading initiatives that expand our donor and member base, strengthen key partnerships, and deepen the Alliance's commitment to accessible, inclusive support for the museum sector. This leader will oversee, coordinate, and unify donor and member communications to galvanize support for AAM while working closely with high-level volunteer leadership, including board members, staff, the CEO and others.

Funding: The Alliance has an annual operating budget of \$11 million. The Advancement department is responsible for 70% of the Alliance's annual operating budget. This position will provide leadership and direction for meeting annual and long-term fundraising, sponsorship, and membership goals including both revenue goals and donor/member retention and growth goals.

- ⇒ Reports To: President and CEO
- ⇒ Team Size: 7+
- ⇒ Direct Reports: 3

Your Role in Action

- Strategic Fundraising and Donor Relations
 - Lead efforts to cultivate and secure philanthropic support from individuals, foundations, corporations, and government sources to meet and exceed a departmental revenue goal of \$3M+.
 - Develop and execute multi-year strategies to increase annual funds and private support, working closely with the CEO and leadership team to shape AAM's financial future.
- Grow and Diversify the Membership Program
 - Provide leadership and support for the development of new and existing membership categories that provide meaningful benefits to AAM members. The membership program generates more than 3.5M+ annually.



American Alliance of Museums

- Oversee the marketing plans and promotion plans for the membership program.
 - Provide strategy and support for membership stewardship and donor acquisition from the membership program.
 - Work with the Director of Industry Relations to create a mutually beneficial membership program that supports growth for the annual MuseumExpo and develop a strategy to grow and diversify non-membership revenue streams (to include Advertising sales, AAM JobHQ, and AAM Museum Marketplace) with a target revenue goal of \$1.5M+
- Leadership and Team Development
 - Collaborate with the Director of Membership and Business Revenue and the Director of Institutional and Corporate Fundraising to ensure the effective implementation of development processes, including budgeting and CRM management.
 - Support professional development and performance through regular check-ins, and team meetings, ensuring that team members are empowered and meeting performance goals and metrics.
- Cross-Departmental Collaboration
 - Serve as a key representative and spokesperson for AAM, leveraging strong interpersonal and communication skills to engage donors, stakeholders, and corporate partners effectively.
 - Act as a primary liaison with the Finance department to ensure accurate financial alignment, cash projections, and strategic planning.
- Operational Excellence and Vendor Management
 - Oversee Development operations, including vendor and consultant relationships, and internal team communications.
 - Plan and execute department-wide training sessions, ensuring continued education on best practices in fundraising and donor relations.

What You'll Bring to the Team

- Bachelor's degree required; Master's degree preferred in a relevant field such as Business Administration, Arts Administration, or a related discipline.
- Proven experience leading advancement, development, or membership functions within a non-profit, educational, or cultural institution.
- Demonstrated success in developing and executing multi-year fundraising strategies, securing major gifts, and fostering corporate and foundation partnerships.
- Strong project management, budgeting, and CRM experience, with a strategic mindset and goal-driven approach.
- Commitment to building an inclusive team reflective of the communities served by the museum sector.
- Museum experience strongly preferred.



**American
Alliance of
Museums**

Salary & Work Location

Salary: Starting at \$160,000 Location: 2451 Crystal Dr. Suite 1005 Arlington, VA 22202

Interested Candidates should submit a resume and cover letter to hr@aam-us.org with the subject line: **VP, Advancement**

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. AAM values a diverse and inclusive workplace, so if you are excited about this role but your experience doesn't align perfectly with all of the qualifications, we encourage you to apply anyway. You may be just the right candidate for this or other opportunities.

For more information, please visit www.aam-us.org