



Chief Development Officer
Museum of Fine Arts, St. Petersburg
St. Petersburg, FL
<https://mfastpete.org/>

Send Nominations or Cover Letter and Resume to:
Zena Lum
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The Opportunity

“My vision is to embrace the diversity of what we can do, the stories we’re able to tell that nobody else can tell. Let’s own that. ...Methodically, strategically, let’s make sure this museum is prepared to be the most important museum in this area for the 21st century.”

Kristen A. Shepherd, Executive Director

The Museum of Fine Arts St. Petersburg is a forum where one goes to make connections. As the first and largest art museum in St. Petersburg, MFA St. Pete is a cultural leader in the community. Its continuous collection of art — the largest encyclopedic collection in the state of Florida — celebrates diversity and a global, shared history. Its collection spans almost 5,000 years of civilization represented by more than 18,000 objects extending from antiquity to the present — including masterpieces from Monet, Corot, Morisot, O’Keeffe, De Kooning, Rauschenberg, Whistler — making the MFA St. Pete a natural complement to all the city’s other museums, galleries, artists, and studios.



Under the direction of the museum's sixth Executive Director, Kristen A. Shepherd, the MFA St. Pete is undergoing a renaissance, creating a buzz nationally and internationally, curating exhibits that provide artistic and educational value. With visitor traffic and memberships on the rise, MFA St. Pete is increasing investment in a strong advancement team and seeks a sophisticated, experienced Chief Development Officer to grow a comprehensive and modern fundraising program.



If you are an accomplished senior development professional with gravitas, possessing a proven track record in building sustainable high-performing development programs, and have a demonstrated history of developing successful relationships with high-net-worth

individuals and institutional leadership, your expertise can propel forward the mission, vision, and ambition of MFA St. Pete's leadership.

The Role

This is an extraordinary time to take the helm of Development at MFA St. Pete. The new Chief Development Officer will have the honor and responsibility of building a partnership with Executive Director, Kristen A. Shepherd and fostering a sustainable philanthropic culture that is seamlessly integrated into MFA St. Pete's programmatic and marketing initiatives to further the museum's overarching mission. S/He will be a member of the executive leadership team, participating in both the strategic planning and the operational execution of MFA St. Pete, working closely with the Executive Director, senior leadership, and the Board of Trustees in the creation, articulation, and implementation of organizational goals and objectives.

Key Responsibilities:

The CDO will be the museum's lead for patron cultivation and revenue enhancement strategy and execution, partnering with the Executive Director and Board to develop and implement long- and short-term fundraising strategies to meet and/or exceed annual fundraising goals.



The CDO will oversee a team of six professionals responsible for maintaining and growing the museum's base of individual and institutional support. Ideal candidates will bring a broad background in development with at least five years in senior leadership posts, including work in all core functional areas of fundraising, as well as broad-based knowledge of strategic planning, national and international caliber fundraising, donor acquisition, research, engagement, stewardship, reporting, and overall management to ensure efficient and effective departmental administration and operations.

As the chief fundraiser, the CDO will devise, implement, and manage a comprehensive program, including the creation of a development plan that maximizes contributed income from individuals, foundations, corporations, and government sources. S/He will proactively support the Executive Director and Board to drive fundraising activity and personal engagement with top prospects, representing MFA St. Pete at donor events, social functions, and community events as appropriate. The CDO will cultivate his/her own personal portfolio of major donors, as well as guide, educate, and engage trustees in fundraising and advocacy with their professional and personal networks. Additionally, the CDO may serve as an advisor and liaison to Board committees as designated by the Executive Director.



Internally, the CDO will develop relationships with key colleagues and artists to foster and support a culture of philanthropy and lead staff and volunteers in development activities. S/He will supervise and mentor the development team as it evolves by setting clear expectations, providing motivation, assisting in its professional development, and maintaining the highest levels of professionalism. S/He will partner actively with the Executive Director to ensure that strategic goals are met, serving as a key advisor on leadership's philanthropic priorities.

Required Qualifications & Experience:

- 10-plus years experience; Bachelor's degree required; equivalent experience will be considered.
- Accomplished metrics-driven leader; experience in the arts and culture sector a plus.
- Superb manager who is an inspiring coach and mentor.
- A builder with a demonstrated ability to bring organizations to new levels of philanthropic success.
- Collaborator who works successfully with colleagues, volunteers, and high-level board members.
- Ability to be nimble and pivot in response to opportunities.
- A superb colleague who enjoys and is inspired by energetic and collaborative leadership.
- An accomplished fundraiser with a track record soliciting and closing six- and seven-figure gifts.
- Experience planning and executing a comprehensive campaign is highly desired.
- Outstanding verbal and written skills to effectively communicate with donors, volunteers, institutional leaders, faculty, and staff.

MFA St. Pete provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, MFA St. Pete complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.



Development Overview

The MFA St. Petersburg has a current operating budget between \$4.5–5 million annually, of which membership dues and philanthropic contributions make up just over 50%. Its total endowment and other restricted and unrestricted investment funds have a current value of \$17.4 million.



In addition to its own membership base, MFA St. Pete is a beneficiary of the [Stuart Society](#), a volunteer group whose mission is to support the museum. Members of the Stuart Society plan fundraising special events and programs as part of their work on behalf of the museum.

During fiscal year 2018–2019, the museum acquired over 1,200 new member households. Revenue, including donations and sponsorships, admission and programs, membership, grants and foundations, endowment, and auxiliary funds totaled just over \$4.64 million in the same year. The museum also received donations of more than 100 pieces for its collection of art and artifacts.

There is a need to evaluate all areas within Development, to analyze ROI and to ensure that a pipeline is in place for future success at all levels of the gift pyramid for individuals, as well as corporate and foundation partners. The Development staff is talented and thirsty for leadership. This is an opportunity to build on the strengths of current staff and create an even more vigorous team poised for future success.

Museum leadership is eager to plan for financial stability and, most importantly, *sustainability*. MFA St. Pete enjoys the privilege of trustee leaders who demonstrate their commitment by their robust gifts of time and financial support. But, there is much untapped potential: since 2010, St. Petersburg's annual growth rate has tripled and in the past two decades, the city has benefited from surging economic growth and has proven it has the right ingredients to grow major industries in marine and life sciences, specialized manufacturing, financial services, data analytics, and creative arts and design. The development of the [St. Pete Pier](#) and the new Pier District, extending from the museum's waterfront location, will create further excitement for MFA St. Pete to leverage.

There is an opportunity for the next CDO to make an enormous impact as all the resources are in place to build on the MFA St. Pete's historic philanthropic success. Everyone — board members, volunteers, leadership, and staff — is eager to join in the effort to create the best operation possible to support this creative and cutting-edge environment.

MFA St. Pete Overview



The Museum of Fine Arts, St. Petersburg strives to “engage, educate, and excite the community by collecting, exhibiting, and preserving works of art for the enjoyment of all,” according to its [mission statement](#). In accordance with this mission, the museum has positioned itself as a cultural leader within the community and, in addition to its comprehensive collection of [centuries-spanning classic and modern art](#), hosts a number of educational programs on its grounds and off for the community's enjoyment. Its [educational programs for adults](#) include lectures, gallery talks, concerts, movie screenings, docent-led tours, and

monthly recurring programs, and its selection of [children's educational programming](#) includes stories, games, and songs in the galleries; single-day camps; school tours; and family days featuring crafts, scavenger hunts, and tours geared toward children.

Margaret Acheson Stuart [founded the museum in 1965](#) as the first art museum in St. Petersburg. Today, it hosts the largest encyclopedic collection of art in Florida. Situated at the heart of the third-largest downtown waterfront park system in North America (after Vancouver and Chicago), the museum's grounds include buildings designed by esteemed architects John Volk and Yann Weymouth, a glass conservatory, a store, a café, and lush waterfront gardens.

The city's revitalized waterfront location, including a seven-mile string of beautifully manicured parks, and its adjacent walkable downtown, with easy access to entertainment, arts, and culture make it an appealing regional destination for millennials and young professionals.



'The Grasshopper and the Ant' and Other Stories. Photo courtesy of Jennifer Angus.

Leadership:



Kristen A. Shepherd
Executive Director

Kristen A. Shepherd has been the Executive Director of the museum since 2016. During her tenure, Shepherd has helped [increase visitor numbers](#) and press coverage of MFA St. Pete through new exhibitions and programs that have propelled the museum into the 21st century.

Prior to joining the museum, Shepherd served as the Associate Vice President and Head of Audience Strategy and Services at the renowned Los Angeles County

Museum of Art (LACMA). She has also held positions as the Director of Membership and Annual Fund at the Whitney Museum of American Art and various management and strategic roles at Sotheby's auction house in New York and London.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Zena Lum, Senior Consultant
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or send nominations or cover letter and resume to
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All inquiries will be held in confidence.**



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