

SENIOR DIRECTOR OF DEVELOPMENT

ADLER PLANETARIUM

CHICAGO, ILLINOIS



Aspen Leadership Group is proud to partner with the Adler Planetarium in the search for a Senior Director of Development.

The Senior Director of Development will be responsible for implementation of the annual development plan, including identification, cultivation, solicitation, and stewardship strategies for principal giving, major giving, planned giving, and corporate and foundation relations. With a deep appreciation for social impact and the Adler's mission, the Senior Director will bring a careful, deliberate approach to scaling development efforts while maintaining a strong connection to the Adler's core values.

The Adler Planetarium, the first planetarium on the western hemisphere, is located on Chicago's lakeshore and has been connecting people to the universe and each other since 1930. Whether it is introducing a guest to a Ring Nebula, a neighborhood school to a community partner, a research team to a network of citizen scientists, or one staff member to another, the Adler's focus on meaningful connections dates back nearly a century.

The Adler is on a mission to connect people to the universe and each other under the sky we all share. The Adler connects people, communities, and institutions to one another through the wonder of space science so they can explore the universe together and use collective knowledge and skills to create a better world for everyone.

The Adler typically hosts more than a half million visitors each year and reaches millions more through youth STEAM programs, neighborhood skywatching events, online citizen science, and other outreach efforts. The Adler is bringing its unique approach—scientific exploration rooted in community and connection—to guests from around the world who can enjoy the digital Adler from their own homes, libraries, schools, or offices.

With the Adler's support, people of all ages, backgrounds, and abilities gain the confidence to explore their universe together and return to their communities ready to think critically and creatively about any challenge that comes their way.

What keeps people from becoming scientists—or even wanting to learn about science? What makes scientific spaces feel intimidating or unwelcoming? The barriers to entry can be as big as systemic discrimination or as small as a bad experience in a math class. But together, barriers make STEAM fields more homogenous, less effective, and less fun places than they could be. Science is better when everyone does it together. That's why the Adler Planetarium is working to break down the barriers that keep people out of scientific spaces.

The Adler makes space where people of all ages, backgrounds, and abilities can share their unique perspectives, explore the universe together, and practice skills they can carry with them into any profession or pursuit they choose. The Adler Planetarium is working to create a world where differences are celebrated; where art and science converge; where every problem is solvable; and everyone knows they have what it takes to help solve it.

REPORTING RELATIONSHIPS

The Senior Director of Development will report to the Chief Revenue Officer, Ryu Mizuno. The Senior Director will oversee a team of five staff.

FROM THE CHIEF REVENUE OFFICER

At the opening of the first planetarium in the Western Hemisphere in 1930, our founder, Max Adler said, "The popular conception of the universe is too meager; the planets and the stars are too far removed from the general knowledge. In our reflections, we dwell too little upon the concept that under the heavens everything is interrelated, even as each of us to the other." For nearly a century we have been unwavering in our mission of connecting people to the universe and each other under the sky we all share.

Like most cultural institutions around the country, during the pandemic we had to curtail in-person programming and invent new ways of sharing our work virtually. The Adler's leadership team with guidance from its Board of Trustees worked tirelessly to make difficult yet strategic decisions that would allow the Adler to emerge from the pandemic prepared to meet a post-COVID reality. With the programmatic and operation segments of the Adler excelling on again, we are now focusing on rebuilding our fundraising program.

To this end the future could not be brighter. Board engagement in all aspects of Adler governance, including its fundraising efforts is high. After a couple of significant activities including a successful collaboration with the Joffrey Ballet, a mission-focused board and donor eclipse-watching event, and most recently the execution of a dinner and reception that introduced high net worth individuals and their families to the Adler, the board has great confidence in the revenue-generating team's abilities to meet goals and staff them well.

I have worked in all aspects of the planetarium's outward-facing departments. My institutional knowledge, strong rapport with CEO Michelle Larson, Adler's Leadership Team, and the board will make me a strong and supportive partner to the incoming Senior Director. To build out the team, I seek a talented fundraising professional to join our team in taking Adler's fundraising to the next level. The ideal candidate is like our institution, entrepreneurial, goal-oriented, hard-working, and dedicated to the role the Adler plays in our community.

—Ryu Mizuno, Chief Revenue Officer

PRIMARY RESPONSIBILITIES

The Senior Director of Development will

- play a significant role in designing and executing a fundraising plan to secure \$3.5 million in annual contributed revenue with a goal to reach \$5 million within 24 months;
- maintain a personal portfolio of 50 to 75 key principal individual donors, in the \$50,000+ gift range;
- maintain a personal portfolio of 50 to 75 key principal donors, including individual, corporate, and foundation relationships, typically with donors in the \$50,000+ gift range;
- manage all aspects of the development operation including principal giving, major giving, planned giving, and corporate and foundation relations;
- manage C-Bash, Adler's signature event which raises approximately \$1.5 million annually, has 500 in attendance, and recognizes leaders in the corporate community and special guests;
- work closely with the Adler's marketing and communications staff to ensure that messages are consistent institutionally;
- prepare proposals, reports, collateral supporting materials, and staffing documents such as talking points and donor background memos for Adler's CEO, Chief Revenue Officer, and other leadership team members as needed;
- ensure that all administrative development tasks including gift acknowledgements, grant reporting, and updates to the development database are completed in a timely manner;
- lead digital fundraising efforts with external consultants and internal collaborators;
- utilize data analytics to assess the effectiveness of development initiatives, making data-driven, evidence-based decisions to optimize development efforts, with a focus on annual giving;
- bring creativity and innovation to the Adler's fundraising strategies, exploring new, dynamic methods of donor discovery, cultivation, and stewardship;
- design and administer an institutional prospect management system that builds the donor pipeline across donor audiences, creating a process to ensure donors and members receive a personalized donor experience;
- oversee the day-to-day management of annual fund, major giving, and online fundraising projects and initiatives;
- lead the development team and provide mentorship while building a team culture focused on meeting revenue goals and working collaboratively learning, growth, and collaboration; and
- work closely with the Chief Revenue Officer to strategize and execute initiatives and ensure alignment with the Adler's goals.

LEADERSHIP

Ryu Mizuno

Chief Revenue Officer

Ryu Mizuno has nearly twenty-five years of broad marketing and brand strategy experience in both the private and nonprofit sectors. He served as Vice President of Marketing and Communications for Catholic Relief Services, and led award-winning marketing campaigns for world-renowned brands such as UNICEF, The Y, Major League Baseball, and Tiffany & Co.

Mizuno holds a B.S. degree in Communications from Boston University and an M.B.A. from New York University's Stern School of Business. He speaks fluent Japanese.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Adler Planetarium seeks a Senior Director of Development with

- a commitment to the mission of the Adler Planetarium—to connect people to the universe and each other under the sky we all share;
- an ability to meet aggressive contributed revenue goals;
- demonstrated experience soliciting and closing multi-year gifts;
- experience creating comprehensive, innovative development strategies for principal giving, major giving, planned giving, and corporate and foundation relations including digital fundraising efforts;
- experience in the design, implementation, and assessment of prospect management systems that support effective donor tracking and lead to best-in-class donor stewardship;
- experience managing a personal portfolio while leading by example as a superior frontline fundraiser;
- experience hiring, managing, mentoring, and retaining talented advancement teams, creating and promoting an environment of continuous learning that supports both individual and team performance;
- strong communication skills across platforms and an ability to identify key information and communicate both simple and complex messages to broad audiences, staying on topic and communicating with transparency;
- a collaborative approach to one's work and a desire to include others in the decision making process;
- exceptional interpersonal skills and an ability to inspire respect and trust and influence the actions and opinions of others to achieve superior results;
- an ability to develop, implement, and adapt strategies to achieve organizational goals based on data, circumstances, and sound reasoning, and ensure that changes and improvements are identified, reinforced, and sustained;
- an aptitude for self-evaluation and a desire to seek out feedback from internal and external sources; and
- experience with fundraising and relationship management software and systems including Google Suite, Raiser's Edge, and Salesforce.

A bachelor's degree or an equivalent combination of education and experience and at least ten years of fundraising experience is preferred for this role as is at least three years of experience supervising one or more staff. The Adler Planetarium will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the Adler, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY, BENEFITS, AND CULTURE

The salary range for this position is \$90,000 to \$130,000 annually. The Adler Planetarium is proud to offer a comprehensive, flexible, and competitive benefits program for its employees. Full time employees are eligible for medical, dental, vision, life, disability, and paid time off benefits. All employees, both part time and full time, are offered transit benefits, parking discounts, discounts in the Adler store and café, free employee and family admission to the museum including unlimited shows, free admission to institutions within the American Alliance of Museums, and a robust 403(b) retirement savings plan with employer match.

Adler employees are cheerleaders for science and technology, megaphones for their incredible colleagues, and advocates for science literacy. They shout about the museum's exhibitions, programs, sky shows, collections, special events, and active research projects. All of this in service of inspiring exploration of that mind-blowing thing called the universe.

LOCATION

This position is in Chicago, Illinois.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Adler Planetarium as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Senior Director of Development, Adler Planetarium](#).

To nominate a candidate, please contact Tom Herbert, tomherbert@aspenleadershipgroup.com.

All inquiries will be held in confidence.