



**JOB TITLE:** Chief Revenue Officer

**REPORTS TO:** Executive Director/CEO

**DATE:** 9.20.2017

### **JOB SUMMARY**

The Chief Revenue Officer will be responsible for driving revenue growth by leverage all revenue generating departments, including marketing, visitor engagement, development and retail operations. The CRO will guide all revenue-related activities and maintain an excellent communication framework across various organizational functions.

Reporting to the Executive Director and working closely with the senior leadership team, this position has responsibility for working across the Museum to identify, pilot and scale key revenue and profit drivers and oversee the testing and implementation of ideas and projects that capitalize on new or existing networks. This role will be responsible for year over year revenue growth, fully realizing all revenue growth opportunities.

This position will also focus on the evaluation of systems, processes and public offerings with the primary goal of developing revenue streams, community relevance and the creation of a strong TMA brand.

### **KEY ACCOUNTABILITIES**

- Set strategic direction for, oversee and coordinate revenue activity across the Museum; help shift the funding model towards a greater concentration of earned income. Revenue focus will include visual literacy, glass production, public spaces, and membership.
- Work closely with the senior leadership team and board of directors to assess viability of opportunities and balancing long-term success with short and medium-term opportunities.
- Establish cross-functional implementation team(s); directs marketing to ensure that the commerce activity is consistent with the brand and ethos of the Museum.
- Work across the Museum to establish a partnership strategy aligning the goals and assets of the Museum and the goals of corporate partners for mutual success. Develop, track and manage these strategic partnerships to develop a variety of targeted initiatives.
- Work with the broader leadership team to connect individuals and businesses with leads.
- Create an evaluative framework for the strategic and annual plan as well as measurement tools to collect, analyze data and examine results against stated goals.
- As a member of the senior leadership team, will share responsibility for organizational leadership, strategic planning and critical talent decisions.

### **RELATIONSHIPS**

- Partners across the Museum with all departments; close relationships with education, communications, development, finance and studio production lines.
- Works extensively outside of the Museum in developing community and business partnerships.



## **SPECIALIZED KNOWLEDGE, COMPETENCIES AND ABILITIES**

- Ability to directly lead and develop a small business unit; strong business skills evidenced by the development of a new business which is sustained and fully integrated to legacy business models.
- Bachelor's degree required; Master's degree preferred.
- Ability to research, collect, organize and analyze data.
- Acts with integrity and maintains confidentiality in all matters, at all times.
- Experience in a fundraising office with an understanding of donor cultivation and solicitation a plus.
- *Impact*- The ability to make substantial changes at the Museum and the vision to make the Museum a change agent in the city of Toledo.
- *Strategic Decision Making*- High-level conceptual thinking that enables the creation of new/improved products and services, the translation of organizational goals into practice, and the quick adjustment of plans to realign with shifting priorities.
- *Innovation*- An unrestrained approach to problem-solving that generates new solutions and applies existing knowledge/practices in new ways; should constantly be seeking ways to improve the Museums processes and offerings.
- *Builds Customer Relationships* – Collaborates and interacts effectively with internal and external audiences; proactive relationship management and taking responsibility for customer satisfaction. Develops and uses collaborative relationships to facilitate development goals.
- *Planning and Organizing* – establishes courses of action for self and others to ensure that work, meetings and events are efficient. Prioritizes, schedules and leverages resources as needed; ability to multi-task and manage time efficiently, including meeting deadlines.

## **WORK ENVIRONMENT**

Position requires the ability operate a computer and other office equipment such as copy machine, printer and phone system; the person in this position frequently attends campaign and development events inside and outside of TMA, with non-standard works hours, including evenings and weekends with occasional overnight travel.

## **APPLICATION PROCESS**

All applicants should submit their cover letter and resume directly to Lynn Miller at [lmiller@toledomuseum.org](mailto:lmiller@toledomuseum.org)

*The Toledo Museum of Art provides equal opportunity for employment and promotion to all qualified employees and applicants. No person shall be discriminated against in employment on the basis of race, color, religion, gender, age, national origin, marital status, disability, sexual orientation, veteran status or any other status or condition protected by applicable federal or state statutes. The Museum is committed to maintaining an environment in which all employees are treated equitably and given the opportunity to achieve their full potential in the workplace.*