



POSITION NARRATIVE

Title: Vice President of External Affairs

Location: Los Angeles, California

Company:



Skirball Cultural Center (www.skirball.org)

Hailed by *The New York Times* as "a lesson on how to connect the eye to heart and mind," the Skirball Cultural Center has established itself as one of the world's most dynamic Jewish cultural institutions, and a prominent cultural venue in Los Angeles. Its mission is to explore the connections between four thousand years of Jewish heritage and the vitality of American democratic ideals. It seeks to welcome and inspire people of every ethnic and cultural identity in American life.

More than 600,000 people visit the Skirball each year. The Skirball features an extraordinary museum, changing exhibitions, engaging music, theater, comedy, film, family, and literary programs, gourmet dining, and an interactive family destination inspired by the Noah's Ark story—all in a stunning architectural setting designed by renowned architect Moshe Safdie. The Skirball has thrived since its founding in 1996, and currently has an endowment of approximately \$123 million.





Reporting Relationships:

This Vice President of External Affairs reports to the Executive Vice President and will supervise a total team of approximately 13, with a direct staff that includes the Communications Director, Marketing Director, Visitor Services Director, and Art Director.

Position Summary:

The Vice President of External Affairs will direct the Center's communications activities, initiatives, and strategies with the goal of enhancing the Center's public image and visibility, and increasing attendance and support among diverse audiences and constituencies. This executive will provide strategic leadership to communications/media relations, marketing, publications, community relations and outreach, membership, visitor services, and volunteer activities. The Vice President will contribute to the consideration, selection, development, and success of education, museum, program, and entrepreneurial initiatives to advance the Skirball mission.

Position Responsibilities:

- Lead the Skirball Cultural Center in defining the mission and purposes to be communicated to the general public and targeted audiences; create, develop, implement, and manage a proactive and comprehensive marketing and communications program to promote the Skirball and its many activities; guide the overall branding and promotion of a new conference and learning center to advance the Skirball's mission and meet the needs of its many stakeholders.
- Participate as a member of the senior management team; contribute substantially to conversations about mission, goals, museum, education, program, and entrepreneurial initiatives; work across departments to build long- and short-term plans; promote an understanding of the Skirball's philosophy, goals, and activities within and outside the Skirball.
- Oversee strategic, comprehensive marketing initiatives that generate audiences for exhibitions, educational and family programs, cultural events, and clients for entrepreneurial initiatives.





- Serve as the public information officer for the organization: the voice of the Skirball. Serve as spokesperson in local, regional, and national media through speeches and presentations, publications and other external activities; respond to major news inquiries, organize press conferences and opening events; identify and execute proactive story and speaking opportunities.
- Oversee the design, writing/editing, development, implementation, and production of highly effective promotional and marketing tools and strategies including a wide variety of print and electronic publications; ensure a consistent look and feel of the products; ensure appropriateness to mission and intended audiences.
- Develop and maintain internal and external relationships with community stakeholders that advance and support the Center's initiatives.
- Understand the changing forms, tools, and value of social media within the marketing and communication arenas; guide the nuanced and appropriate use of social media to meet Skirball's mission and goals.
- Develop and oversee project plans for major projects in marketing and communications, including the launch of the Skirball's new conference center in 2012.
- Develop and manage communication and marketing budgets to meet institutional priorities.
- Oversee successful creation of exceptional guest experiences in line with the Center's strategic goals; ensure smooth coordination between guest services, operations, and the Center's other departments.





**Experience
Requirements:**

- Ensure the successful development and promotion of the Center's membership program.
- Oversee the Center's book publication efforts including contracting with editors, designers, and writers; developing partnerships with outside book distributors, and ensuring Library of Congress cataloguing.
- Senior level management experience in marketing and communications, including print and electronic media; experience in a cultural or non-profit institution preferred.
- Demonstrated success creating, developing, and implementing effective media, marketing, and promotional strategies, plans, and campaigns with a strong emphasis on meeting goals and maximizing return on investment.
- Track record of interacting effectively with media; experience preparing others for press events, interviews, etc.
- Experience building, supporting, and leading collaborative and creative teams; talent and experience in building consensus and buy-in across levels of an organization.
- Ability to manage, and to assist staff in managing multiple priorities and conflicting deadlines in a fast-paced, rapidly changing, environment.
- Ability to develop budgets, allocate resources, and ensure compliance with administrative and fiscal policies.





**Personal
Attributes:**

- ***A keen identification and historical association with, understanding of, and passion for the Skirball Cultural Center mission and philosophy.***
- A passion for the entrepreneurial in the non-profit arena, high standards, self-motivation, flexibility, ingenuity, dedication, enthusiasm, and high energy.
- Active listening and strong interpersonal skills with the ability to develop productive relationships across the organization and to work effectively with people of diverse cultures, ages, and economic backgrounds.
- Excellent written communication skills, including strong editing skills and ability to write for a wide variety of audiences and types of communication materials; experience with social media, internet, and e-commerce tools.
- Strong strategic thinking and planning skills; experience guiding organizations or divisions through the launch of important initiatives.
- Ability to translate a mission, vision, and passion into clear priorities, objectives, initiatives and tasks.

**Education and
Certifications:**

Bachelor's degree required. Master's degree preferred.

Compensation:

Salary is commensurate with knowledge, skills, and experience.





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RETAINED EXECUTIVE SEARCH

**Procedure for
Candidacy:**

Submit resumes or nominations, with assurance of confidentiality,
to Berkhemer Clayton, Inc.:

Krista Haley

E-mail: krista@berkhemerclayton.com

Ben Lambert

E-mail: ben@berkhemerclayton.com

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