



Public Art Fund (PAF), New York's leading presenter of contemporary art projects in public spaces, seeks a **Deputy Director for External Affairs** with a specialization in the visual arts. The Deputy Director will be an experienced, inspirational and effective fundraiser and communicator, serving as a key institutional leader, strategist, and advocate for the Development and Communications departments.

The **Deputy Director for External Affairs** will play a critical role within the organization's leadership team as PAF enters the next phase of its growth, guided by our mission, strategic goals, and commitment to diversity, equity, access and inclusion. The position works closely with the President and Board of Trustees and reports to the Artistic & Executive Director. They will oversee the Development and Communications departments and directly supervise the Development Director and Communications Director.

## **RESPONSIBILITIES**

### **Development**

- With the Development Director, guide and oversee the organization's overall fundraising strategy to meet short-term and long-term goals, including major gifts and endowment through a focus on board relations, individuals, foundations, earned revenue and corporate partnerships
- Plan, direct, and implement innovative, high-level fundraising and advancement efforts, including the organization's capital campaign, that enable the organization to raise significant gifts from new and existing sources
- Play a major role in fostering fruitful trustee relations and experience
- Integrate development efforts into all areas of the organization, leveraging artistic programs and external events (openings, fundraisers, fairs, education opportunities etc.)
- Review and sign off on significant departmental activities: expense budgets, income projections, patron calendar and travel program, digital event invitations and PAF Party planning

### **Communications**

- With the Communications Director, oversee the development and execution of an integrated marketing & communications strategy
- Further the organization's efforts to define, broaden and diversify its reach; cultivating existing audiences and engaging new publics
- Develop and analyze data-driven research to help inform strategic plan initiatives; stay informed of shifts in the arts & culture field, and translate them into effective marketing campaigns
- Lead risk assessment and management, in particular as it pertains to PAF's reputation
- Review and sign off on significant departmental activities: budgets, advertising buys, digital content (website, social media etc.), press releases, graphic identities and collateral

### **Board & Management**

- Serve as primary staff liaison to the Board and advise Director and President on essential communications and messaging
- With the Executive Coordinator, schedule annual Board and Committee meetings; with Director and President set agendas; prepare staff leads and review all presentation materials
- Governance Lead – responsible for ensuring PAF acts in accordance with all policies and guidelines
- Execute overall vision and goals for External Affairs team that align with PAF's mission and values

- Represent departmental priorities and projects to PAF's leadership, staff, and outside parties
- Act as a trusted sounding board and knowledge center for colleagues, and ensure that staff is living into its leadership role at the highest level to achieve maximum impact as an organization

#### **QUALIFICATIONS**

- Minimum of ten (10) years relevant professional experience, including at least eight (8) years of managerial responsibilities
- A strong interest in and knowledge of contemporary art and the art world
- Successful experience in fundraising achievement, making face-to-face asks and ideally with capital campaign experience
- A track record of building lasting partnerships and fostering teamwork plus strong storytelling, communication, and presentation skills both written and verbal; strong writing and editing abilities
- Highly organized strategic thinker with proven ability to set and meet goals and deadlines
- A motivated self-starter who collaborates well across departments internally and with constituents externally
- Energetic and adaptable to a variety of professional and social environments
- Competency with GSuite, Microsoft Word, Excel, and PowerPoint; familiarity with The Raiser's Edge/NXT, iWave, Adobe Acrobat Pro, Meltwater and Photoshop.

Please email cover letter and résumé as attachments to [humanresources@publicartfund.org](mailto:humanresources@publicartfund.org). Indicate the job title "Deputy Director - 2023" in the subject line.

The Deputy Director for External Affairs is a full-time exempt position. Public Art Fund requires all staff members to be fully vaccinated and boosted with an FDA authorized and/or approved COVID-19 vaccine as a condition of employment. Requests for reasonable accommodations for medical, religious, or other reasons will be considered in accordance with applicable law.

Work is primarily performed in an office environment, on a hybrid schedule. Hours outside of the scheduled work times are an occasional requirement of the position. Salary is \$130,000 - \$150,000 per year and employment package includes medical, dental and vision insurance, generous paid time off, as well as other ancillary benefits.

Public Art Fund is an Equal Opportunity Employer. We believe that art has the power to spur conversation among people of different perspectives, to open hearts and minds, and to help shape the face and future of our country. A diverse workplace filled with people of different backgrounds reflects our organizational values and is vital to delivering on our mission.