

**NATURAL  
HISTORY  
MUSEUM**  
LOS ANGELES COUNTY

## CHIEF ADVANCEMENT OFFICER



### ABOUT THE NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY

The Natural History Museums of Los Angeles County (NHMLAC) — comprising the Natural History Museum of Los Angeles County, the La Brea Tar Pits and Museum, and the William S. Hart Museum — occupies an unrivaled position in the natural and cultural landscape of Los Angeles. As home to over 35 million specimens and artifacts, some as old as 4.5 billion years, the Natural History Museum of Los Angeles County has one of the largest natural and cultural history collections in the world, a range of indoor and outdoor immersive experiences across three sites which serve 1.3 million visitors annually. The Natural History Museum's diverse audiences include people of all ages and ethnicities, as well as families with children, schoolchildren with teachers, young adults, seniors, and visitors from all over the world. Located in Exposition Park in central Los Angeles, the Museum is currently joined by other major cultural and athletic facilities including the California Science Center, California African American Museum, Lucas Museum of Narrative Art (under construction), Memorial Coliseum, Swimming Stadium, Banc of California Soccer Stadium, and one of the largest rose gardens in the nation. The Museum is a public private partnership between the nonprofit Natural History Museum of Los Angeles County Foundation and the County of Los Angeles and continues to remain in a strong financial position, due in part to their long-standing support from the Los Angeles County Board of Supervisors.

#### NHM Key Facts

- \$50 million annual budget
- 300 staff, including 50 PT
- 22 advancement staff, including 7 PT
- \$7 million raised in FY 2018
- Vision: To inspire wonder, discovery, and responsibility for our natural and cultural worlds.
- Values: Adventurous, Inclusive, Authentic, and Intentional
- [Strategic Framework](#)
- [Board of Trustees](#)
- [Museum Leadership](#)
- [NHM Next Campaign](#)

When it opened in 1913, the Natural History Museum was the first public museum building in the city of Los Angeles. Now, over a hundred years later, NHMLAC remains a global, community, and research institution like no other, where Earth's history and future, environment and culture, and city center and diverse neighborhoods all come together. The Natural History Museum's collections are an unparalleled global resource that must be studied, enhanced, protected, and experienced to advance the discovery and understanding of the natural and cultural worlds in the past, present, and future. The scientific community is using NHMLAC's collection daily for groundbreaking research and studies about the solar system, the geology of our planet, and the biodiversity of life on Earth. The Museum curates specimens and objects, shares the stories behind them, and provides innovative, immersive exhibitions like Becoming Los Angeles, Dinosaur Hall, and the Nature Lab and Nature Gardens, showcasing the interconnectedness of the natural and cultural worlds. NHM also utilizes its collection to enhance recent traveling exhibits like Tattoo and Extreme Mammals while collaborating with other like institutions on Antarctic Dinosaurs.

The Museum is an indoor-outdoor museum that invites all visitors to explore our timeless planet and our place on it. From March through September, the Museum stays open after hours for First Fridays, followed by Summer Nights in the Garden, once-a-month events for young and adult audiences blending contemporary science and culture with live performances by musicians and DJs, pop-up performances, behind-the-scenes tours, and food trucks. NHMLAC's Mobile Museums, specially designed semi-truck trailers that travel to school sites, allow students to learn and engage like scientists by asking questions, studying specimens and artifacts, and sharing their own discoveries.

Located on Museum Row, La Brea Tar Pits and Museum contain the most important – and the only consistently active and urban – Ice Age fossil excavation site in the world. Adjacent to the Los Angeles County Museum of Art, the Museum displays Ice Age fossils — including saber-toothed cats, dire wolves, and mammoths found in asphalt deposits. A scientific wonder and unique archeological experience, a range of fossils trapped in the seeps 10,000 to 40,000 years ago are discovered, excavated, prepared, and displayed altogether in one place. Research on the collections is critically important for our understanding of climate and ecological change. The William S. Hart Museum is the former home of silent screen actor William S. Hart. Hart left his estate and mansion in Newhall, California, to the County of Los Angeles to be converted into a public park and museum. The museum occupies a 22-room mansion on a 265 acre estate, filled with Western art, Native American artifacts, bison, barnyard animals, hiking trails, and early Hollywood memorabilia.

Los Angeles, an ethnically diverse metropolitan city known for its incredible biodiversity and fantastic weather, is currently on the verge of a once-in-a-generation transformation with the rise of light rail transportation, new museums, and gleaming stadiums that will welcome soccer teams and Olympians



alike. These new facilities will bring new waves of visitors to Exposition Park which currently attracts about four million visitors per year. Exposition Park will become the Central Park of tomorrow's LA, a globally prominent hub for culture, sports, science, and history. Between the Lucas Museum of Narrative Art, Los Angeles Football Club, and the 2028 Summer Olympics, \$2.5 billion is currently being invested in the park first anchored by the Natural History Museum. In the coming years, the visitor level is expected to increase significantly, for some years, exponentially. In this context, city and county leaders are ready to invest funding support in the Natural History Museum that demonstrated overwhelming success from its recent NHM Next Campaign, a transformative capital campaign that raised \$151 million. During the past ten years, the Natural History Museum has restored or renovated more than half of its 220,000 square feet of public space, including the remodeling of the 1913 building and rotunda. Five new permanent exhibitions opened and parking lots and hardscape changed into a new nature destination and learning environment. This campaign breathed new energy into NHMLAC's historic home.

Dr. Lori Bettison-Varga — the Museum's President and Director who led the final phases of the NHM Next Campaign — and NHMLAC's Board of Trustees are currently envisioning another major campaign to complete the second phase of this transformation and claim a central place in the newly revitalized Exposition Park. Plans are to create a new 80,000 square foot three-story west and south wing, looking out on the new Lucas Museum and Expo Park itself, with 12,000 feet of exhibition space and increased collections storage with a striking design of transparent glass to showcase their natural and cultural treasures. In addition, NHMLAC plans to create a multi-purpose theater for events, science exploration, and immersive engagement with the stories of Los Angeles—from town halls and symposiums to movie night, in-person lectures, and in-the-field teleconferences with leading scientists for their global patrons and school children. New programs and initiatives for tomorrow include Beyond Becoming LA, building on the success of their popular exhibition, Community Science initiatives with five satellite Nature Labs, and major investments in Research and Collections. The total cost of the project is estimated at \$170 million, of which \$70 million is expected from County support with a \$100 million from private philanthropy. The campaign will also include laying the groundwork for a reimagined experience at La Brea Tar Pits and Museum.

We invite you to learn more at [www.nhm.org](http://www.nhm.org).



## THE POSITION

The Chief Advancement Officer, a visionary, energetic, and science-based fundraising strategist, will have an exciting and rewarding opportunity to build the next phase of transformative growth for the Natural History Museum of Los Angeles County. The Chief Advancement Officer reports to the President and Director and serves as a high-functioning member of NHMLAC's executive leadership team. The Chief Advancement Officer is responsible for planning and leading all aspects of fundraising and campaign initiatives for the Natural History Museum, the La Brea Tar Pits and Museum, and the William

S. Hart Museum. The Chief Advancement Officer works closely with NHMLAC's Board of Trustees and Board of Governors, acts as the primary board staff liaison on the Advancement and Board Affairs Committees, and supports board recruitment, development, and fundraising efforts. The Chief Advancement Officer manages the portfolio assignments of the President and Director, the Board leadership, key Board members, and top donors and prospects, assuring timely, positive, and productive engagements. The Chief Advancement Officer also leads efforts to support future comprehensive capital campaigns and strategic funding projects.

This proactive, data-driven leader sets a strong institutional vision for NHMLAC's role in philanthropy by building a best practices advancement division at one of the world's leading natural history museums. The Chief Advancement Officer, an accomplished closer of gifts and accelerator of high capacity prospects, leads a talented staff of 22 advancement professionals. The Chief Advancement Officer will also be expected to realign the team and hire additional positions in preparation for NHMLAC's future campaign. Of prime importance will be the development of a cohesive advancement system that operates from an achievement-oriented environment built on aspirational goals and performance metrics and advances fundraising excellence. In order to be successful, the Chief Advancement Officer must be a skilled listener, communicator, and relationship builder who can articulate clear and compelling cases for support that ensure the growth and vitality of one of the nation's premier natural history museums.



## RESPONSIBILITIES

The Chief Advancement Officer will have the following primary responsibilities:

- Hire, lead, manage, inspire, and continue to grow the Natural History Museum's high-caliber team of advancement professionals.
- Lead a targeted, innovative strategy that enhances private philanthropy and builds a pipeline for major gifts from new high-net worth donors and prospects.
- Plan, manage, and coordinate a collaborative campaign strategy that provides staffing and support to the President and Director and the Board in their donor engagement activities.
- Proactively support the Board on the recruitment of highly qualified, well-connected leaders and provide expert counsel and training that ensures board success in fundraising.
- Work in close partnership with the President and Director in setting robust but achievable fundraising goals with clear strategies, goals, and metrics that ensure greater accountability.
- Maintain open and ongoing communication with NHMLAC's leadership team, providing complete and accurate activity reports, revenue forecasts, data analytics, and situation analyses on a regular basis.





- Manage a portfolio of approximately 50 to 75 leadership-level prospects, focusing on a pipeline of seven-figure plus prospects.
- Plan, develop, and implement development strategies to maximize the short- and long-term fundraising potential of Research and Collections, Exhibits, Education, and other museum programs that align with NHMLAC's strategic priorities and builds authentic donor relationships.
- Leverage the strengths of the advancement team, while building a strong campaign-focused infrastructure that optimizes NHMLAC's fundraising potential.
- Assess and strengthen organizational processes and systems, prospect research, and prospect management.
- Design, produce, and oversee special events, particularly NHMLAC's biennial Dinosaur Ball.
- Manage the advancement budget rigorously for best return on investment.
- Be recognized as a committed, valued, and collegial philanthropy leader by members of NHMLAC's executive team.
- Work closely with the Strategic Engagement team on strategies to attract and retain donors, members, and patrons.
- Represent NHMLAC leadership at public functions and events to raise the visibility of the Museum as a strong, viable philanthropic entity.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Advancement Officer will achieve the following major objectives:

- Plan, develop, and implement a comprehensive philanthropy plan that prioritizes NHMLAC's strategic funding and campaign goals, and broadens the engagement of high-capacity donors significantly.
- Assess and identify all gaps system-wide in order to build a more robust and efficient advancement program based on metrics, analytics, and best practices.
- Lead, build, and support a high-performing advancement team that grows an increasingly larger and diverse donor base by clarifying portfolio assignments, ensuring a strong moves management, and increasing out-the-door engagements.
- Develop and implement a donor-centric development marketing plan that establishes a clear, compelling case of support and high-level messaging that cultivates new, lifelong donors.





## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A passionate, enthusiastic commitment to the vision and values of the Natural History Museum of Los Angeles County, including a personal interest in nature, culture, science, and discovery.
- A minimum of seven to ten years of senior-level leadership experience in managing successful comprehensive fundraising teams, with a track record of building significant annual, major, principal, and planned gifts. Experience with a major cultural institution and/or understanding of the LA philanthropic community would be an advantage.
- Proven ability to hire, manage, motivate, and retain an advancement team that strives to achieve excellence and exceed goals.
- Experience with planning and executing major multi-year campaigns.
- A confident, proactive, goal-oriented, and data-driven team builder with proven success in building productive, long-term relationships with senior administrators, staff, boards, volunteers, and donors, providing them with high-level data and analyses.
- Strong listening, interpersonal, and motivational skills, including an exceptional ability to speak on scientific and cultural research with ease; skill in conveying the mission of NHMLAC to a wide variety of constituencies.
- Experience with the prospect and donor management fundraising software applications such as Tessitura.
- Solid financial management skills with experience in fundraising and budget analysis, forecasting, and planning.
- Excellent communication skills with a persuasive ability, including strong written, verbal, and presentation skills.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.
- A bachelor's degree from an accredited university or college is required; an advanced degree would be preferred.



## APPLICATION

NHMLAC has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant, and Joey Scheiber, Associate Consultant. NHMLAC offers a generous compensation and benefits package. Relocation will be provided for the successful candidate. NHMLAC seeks applicants who have demonstrated experience and commitment working with a diverse community. To be considered for this opportunity, please send a letter of interest and resume to:

### JOEY SCHEIBER

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