



Executive Vice President

Billings Farm & Museum

Woodstock, VT | Summer 2024

**Tracy Marshall**

EXECUTIVE DIRECTOR, SEARCH PRACTICE

Development Guild DDI

tmarshall@developmentguild.com

[developmentguild.com](http://developmentguild.com)

BOSTON | NEW YORK

*The Woodstock Foundation is seeking a creative and strategic Executive Vice President for the Billings Farm & Museum in Woodstock, Vermont*

## About Billings Farm & Museum

Billings Farm & Museum (BF&M) was established in 1983 and is a primary ongoing project of the Foundation, which also maintains a partnership with Marsh-Billings-Rockefeller National Historical Park (MBRNHP) and owns the Woodstock Inn & Resort.

Billings Farm & Museum is unique among America's historic sites and outdoor museums in offering the experience of a fully operational dairy farm, engaging programs across the seasons, galleried exhibits, and an award-winning film. As BF&M is in its 42<sup>nd</sup> year of operation, it is an exciting and pivotal moment in the museum's history. Through dynamic daily programming, seasonal and farm events, camps, workshops, and unique after-hours experiences, BF&M engages visitors of all ages. As the farm of the historic Billings estate, it also serves as the agricultural counterpart to Marsh-Billings-Rockefeller National Historical Park.



For more information about Billings Farm and Museum, please visit <https://billingsfarm.org/>

## About the Position

The ideal candidate for Executive Vice President is an innovative and forward-thinking leader who will help shape future direction and success, developing strategy and organizational capacity for a new phase of growth. This is the second ranking executive position at the museum, providing high-level leadership and working closely with the President/Executive Director and the Woodstock Foundation Board to review and establish museum policies, objectives, and priorities.

A member of the museum's executive leadership team, the Executive Vice President reports to the President/Executive Director, has four direct reports and directly oversees the work of Education & Interpretation, Operations & Programs, Advancement, and Marketing.



## Key Responsibilities

### Organizational Leadership & Management

- Help envision, shape, and implement institutional and strategic planning as a member of the executive leadership team
- Provide exceptional leadership and direction to the museum's Education & Interpretation team, guided by a new Interpretive Master Plan:
  - Creatively evaluating and expanding engagement for museum visitors through an array of programs, events, and activities within the spheres of both the farm and the museum
  - Aligning programmatic efforts to attract and grow existing and new audience segments
  - Maintaining a culture of exceptional service to museum visitors
- Provide strong guidance and direction to the external affairs team toward:
  - Creatively and strategically expanding relationships with key stakeholders through a membership program, member events, and annual fund
  - Increasing institutional fundraising for general operations and capital projects
  - Strengthening and managing a comprehensive marketing and public relations/communications strategy
  - Forging stronger relationships with key partnering organizations - the Woodstock Inn & Resort and MBRNHP - to further broaden the BF&M audience
- Providing leadership and direction to the museum's Operations & Programs teams, including its retail/products area: museum shop, farmhouse scoop shop, and award-winning cheese
- Operates at an executive level, maintaining professional confidentiality



## Key Qualifications

- Eight+ years of successful museum or non-profit management experience
- Proven success in managing and motivating staff with diverse work responsibilities; highly developed leadership abilities, including collaborative and team-oriented working styles
- Demonstrated success in overseeing and delivering strategic objectives over a multi-year period
- Skillful project manager: highly organized, analytical, results-driven
- Effective leader with demonstrated record of innovation and creativity
- Excellent relationship-building skills, both internally and externally; astute networker and collaborator



- Persuasive and articulate communicator with strong written and public speaking skills
- Perceptive listener and creative problem solver
- Proven ability to develop and implement integrated marketing and communications strategies
- Familiar with current relationship-driven fundraising and engagement strategies and tactics

### Additional Qualifications a Plus

- Familiarity with best practices at outdoor history museums and sites and active in keeping up to date within the museum field
- Experience in marketing/public relations and with membership and annual fund programs
- Master's degree in non-profit management, arts administration, museum studies, or similar field

### Compensation

The starting salary for this position is \$150,000 commensurate with experience.

**All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, veteran status, or any other characteristic protected by law.**

To express interest, please submit your cover letter and resume in confidence [here](#).

For more information, please visit [www.developmentguild.com](http://www.developmentguild.com).

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#### About Development Guild DDI

*For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. We have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.*

*With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.*

