Opportunity to manage a successful, beloved museum with important collections while developing new art-education initiatives and building capacity to become an even-better-known cultural destination for the Mid-Atlantic region.

The Museum of Fine Arts, Washington County (MFAWC) is one of Western Maryland’s most significant cultural assets. For nearly 90 years, it has been a destination for cultural engagement across a 4-state region, showcasing fine art exhibitions, art education classes, public lectures and music, and the presentation of works by local artists. It is a shining incubator for the regional creative economy and an important business and tourism anchor for Washington County and the city of Hagerstown. With an outstanding 6,500-item collection of American and European painting and works on paper from the 19th and 20th centuries, as well as sculpture and decorative arts examples from around the world, this AAM-accredited museum is a distinguished public-private partnership in the city of Hagerstown, with its many cultural amenities, in the center of a rural community with a rich heritage.

With the retirement in June 2020 of the museum’s long-time director, the MFAWC’s 19-member Board of Trustees seeks an outcome-oriented Director with the stature and track-record to take the reins of a well-established and lively museum and carry it forward in creative, thoughtful and strategic ways. The ideal candidate will take the museum’s robust assets -- which include financial stability, a talented staff, a successful calendar of programs and exhibits, a large volunteer corps, and an historic engagement with art education -- and creatively build out capacity to deliver premium services to broader and more diverse audiences. Opportunities are at hand to shape and realize ambitious art-education plans. With enterprising financial leadership and attentive marketing, the incoming Director can reach deeply into and beyond the region to engage new audiences and put this gem of a museum on a much larger map. The
Museum facilities are in excellent shape, having recently seen installation of an updated HVAC system, refurbishment of historic 1930 skylights, roof replacement, enclosure of the central courtyard (creating an event space, pictured above) and the refurbishment and reinterpretation of three of the museum’s permanent-collection galleries. The Museum will conclude its highly successful strategic plan in 2020, and the incoming Director will help draft a new long-range plan to strengthen art-education offerings, to activate and grow collections, and to enlarge the already considerable endowment to fund staffing and facility needs into the future. The new Director will be knowledgeable about art, will enjoy fundraising and donor cultivation, and will be strongly present in the local and regional community, serving as ambassador, cheerleader, and public face for the museum across a range of civic, political, cultural and community enterprises.

The MFAWC directorship provides the opportunity to:

- Take the reins of a highly successful, well-established, and financially secure East Coast museum a short drive from Baltimore and Washington, DC.
- Work for a museum that is at the hub and heart of its community.
- Continue to be part of the museum’s legacy of serving the community through an historic commitment to art education, community engagement, free admission, and high-quality artistic standards.
- Develop expanded art education programs, particularly on-premises studio art classes, and off-premises outreach programs involving hands-on studio, art appreciation, and art history topics. Complete the work of raising funds to endow a full time educator staff position and make the hire for this position.
- Build staff capacity, through further endowment development and annual fundraising, to add enhanced marketing and curatorial support.
- Create even better ways to use the museum’s many assets, and envision growth into the future. Take advantage of what has been historically successful and continue forward in relevant and contemporary ways, serving bigger, broader, and more diverse audiences.
- Collaborate with an active, engaged and supportive board.
- Continue to develop and expand relationships with educational institutions, including Washington County Public Schools; Barbara Ingram School for the Arts; St Mary Catholic School; The Lucy School; home school groups; Hagerstown Community College; and Wilson, Shepherd, and Hood Colleges.
- Expand and continue to diversify the museum’s visitor base, reaching further into a 4-state radius, plus deepen engagement with new segments of the local community.
- Benefit from generations of strong community support. The MFAWC is cherished by its community. Build on this good feeling to launch a future capital and/or endowment campaign.
- Live in or near a city with many cultural attractions and good schools, affordable housing, and become one of the leading forces in the city and county.
- Live in a beautiful and rural/suburban region, in a city rich in history as a transportation hub that affords recreational and cultural amenities. The area provides convenient access to recreational and historical assets such as the Appalachian trail, C&O Canal towpath, and Antietam Battlefield. It also boasts a newly renovated performance theater (The Maryland, built in 1917), which is the home of the local symphony, the Maryland Symphony.
RESPONSIBILITIES

- Vision and direction: With the Board of Trustees, establish short- and long-term direction, goals and strategic priorities for the museum.
- Provide administrative and financial leadership, working collaboratively with the Board of Trustees and staff to maintain and develop the museum as an outstanding cultural destination, known for high-quality exhibits, programs and community classes.
- Together with the Board, identify long-term financial needs and capacity-building strategies; and create a new strategic plan for growing endowment and continued financial sustainability.
- With the Board’s Finance Committee, develop and monitor the annual budget. Obtain the annual resources needed to meet the operating needs of the museum on a sustainable basis from earned income streams, annual giving, grants and other revenue sources.
- With the Board’s Development Committee, lead fundraising and friend-raising activities. Set and meet targets for revenue, membership, and giving. Cultivate individual and institutional donors and maintain relationships, especially with major donors.
- Working closely with staff, develop enhanced strategies for interpreting the museum’s permanent collection, organizing temporary exhibitions, bringing traveling exhibitions, developing and stewarding the collection, and integrating new interpretive methods. Provide curatorial oversight and direction to the professional staff.
- With staff, develop strategies for growing a community art education program and other public programming.
- Staff management: Hire, supervise, motivate, and review the staff. Evaluate needs and structure staff accordingly. Be an effective and empowering leader, inspiring staff and encouraging their professional development.
- Oversee promotion and marketing of the museum to increase audiences and broaden participation. Oversee publications, website and social media. Provide a welcoming atmosphere for visitors.
- Ensure the smooth operation of the museum and its exhibitions and acquisitions, events and programs, facility and grounds. Recommend improvements in technology and infrastructure. Work with the Building Committee and the Board to set and implement facilities priorities.
- Enhance and expand the museum’s regional and national network with peer museums to increase opportunities for partnerships and loans.
- Serve as an advocate and representative for the museum and a cultural thought leader to diverse local constituencies, including political entities, businesses and other cultural organizations. Engage in the community and be visible at internal and external events. Be available weekends and evenings for museum events.
QUALIFICATIONS and PERSONAL CHARACTERISTICS

• A minimum of 5 years’ experience as a successful director of a museum or similar cultural organization. If at a large institution, experience could be as a deputy director or department head with substantial management and some fundraising experience.

• An advanced degree (minimum M.A. or M.F.A.) in art history, studio art, museum education, museum studies or a field related to the mission.

• Leadership skills, and experience working with a Board of Trustees to set strategic priorities and align outcomes with resources.

• Comfortable working with financial documents and demonstrated success with operational budgeting, multi-stream revenue management, and financial planning.

• Track-record of fundraising success and donor cultivation. Previous endowment and/or capital campaign experience an asset.

• Experience managing professional staff, and recruiting and retaining talent.

• An outcome-oriented leader willing to delegate. A self-directed “doer” with a willingness to work hands-on and as part of a team.

• A mission-driven individual with palpable people-skills; flexible, kind, generous and eager to share credit.

• A good listener and strategist; comfortable receiving input from many sources and able to analyze and formulate disparate information into sound, well-organized goals, strategies, and proposals; and a partner able to flexibly collaborate with people of diverse areas of expertise, experience, cultures, and personalities.

• An individual with strong self-awareness, self-confidence, and emotional intelligence.

• Excellent written and verbal skills and ability to communicate clearly and professionally.

• Can establish residence in Washington County, MD in proximity to the Museum, in order to be part of the community.

DESIRABLE

• Demonstrated success leading a well-established museum through a new stage of capacity-building.

• Knowledge or familiarity with American art.

• Experience developing art education programs.

• Experience working with municipal or county political leaders and advocating for arts support.

NOMINATIONS WELCOME.

TO APPLY FOR THIS POSITION

Qualified candidates should email their cover letter, résumé (Word documents preferred), salary requirement, and names of 3 references with contact information by February 17, 2020 to retained search firm: Connie Rosemont, Museum Search & Reference, SearchandRef@museum-search.com. Apply in confidence. References will not be
contacted without prior permission of the applicant. The MFAWC prohibits discrimination in employment on the basis of race, national origin, color, creed, religion, sex, age, disability, veteran status, sexual orientation, gender identity, or associational preference. The MFAWC is committed to providing equal opportunities and equal access.

ABOUT THE MFAWC
Established in 1931 in Hagerstown, MD, the county seat, the MFAWC is a public-private partnership between the museum, the City of Hagerstown and Washington County, Maryland. MFAWC is a private, 501(c)(3) organization that owns its building and collections, is located on city property, and receives some operating support from the county and city. The museum plays a vital role in the cultural life of the city and is an anchor for tourism and economic development efforts in the county and region. Accredited by the American Alliance of Museums since 1976, with an annual budget of $1.3M and a staff of 8 full-time and 10 part-time employees, the MFAWC punches well above its weight in delivering its mission, which is “to provide a vibrant place for the presentation and exploration of art of lasting quality for the benefit of a diverse public through intentional art collecting, lively interpretation, diligent preservation and care, active educational programs, and opportunities for social interaction.” The museum’s operations are supported by a corps of 125 volunteers, an active membership program and a significant endowment. Situated within the 52 acres of historic City Park, the museum’s 31,150 square foot building sits on a small hillside above the Lower Lake, at the western terminus of Hagerstown’s Cultural Trail and is an integral part of the community fabric.

The museum’s collection has grown from the original bequest of museum founders Anna (Brugh) Singer and her husband William H. Singer, Jr to some 6,500 works of art with strengths that include 19th-century American paintings and works on paper, 16th- to 19th-century European paintings, drawings and prints, and international collections that reflect the founders’ cosmopolitan worldview. The museum continues to actively collect. In its 11 galleries totaling 11,000 square feet, the museum develops rotating and temporary exhibitions from the permanent collection and presents traveling exhibitions. The MFAWC currently hosts 3 long-standing annual exhibitions: the Cumberland Valley Artists and the Cumberland Valley Photographers juried exhibitions, and the annual exhibition of art by students in the Washington County public schools. Free admission and free Saturday youth art classes have been offered since the doors opened in 1931, and the museum is known for the variety of art opportunities it provides for students of all ages through tours, arts and cultural festivals, special events, studio art classes, art historical lectures, and performing arts.

Positioned at the hub of a 4-state region, incorporating western Maryland, the West Virginia panhandle, southern Pennsylvania, and northwestern Virginia, the Museum sees approximately 48,000 visitors a year. Twenty-one percent of visitors travel 50 miles or more, and the Museum hosted visitors from all 50 states, D.C. and 58 foreign countries in 2018. The museum is open 6 days a week, and more than 300 days a year.
ABOUT HAGERSTOWN AND WASHINGTON COUNTY, MARYLAND

The MFAWC is located near downtown Hagerstown, which had a population of 40,300 in 2017. Hagerstown is the county seat of Washington County (population 150,600 in 2017). It sits between the Blue Ridge and Allegheny Mountains, in a scenic part of the Great Appalachian Valley known regionally as Cumberland Valley and locally as Hagerstown Valley. The city is a 70 mile drive northwest of Washington, D.C., 72 miles west-northwest of Baltimore and 74 miles southwest of Harrisburg, PA. It is a 4-hour drive to New York City. Despite its semi-rural setting, Hagerstown is a center of transit and commerce, with a newly renewed and energized downtown with an active arts district. Interstates 81 and 70 and provide easy access, as does a commuter train from nearby Frederick to both Baltimore and Washington, D.C. Hagerstown Regional Airport joins BWI and Dulles as convenient points of departure. Because of its intersecting transportation routes, Hagerstown has been called the Hub City. The region's leading employers today are in the medical, educational, and retail sectors, while tourism, transportation and light industry are also important. Hagerstown is traditionally a blue-collar town, but it boasts several colleges, including Hagerstown Community College; Mount Saint Mary’s University, Hagerstown Campus; and the University System of Maryland at Hagerstown. Within a 25 mile radius are Wilson College in Chambersburg, PA; Shepherd University in Shepherdstown, WV; and Hood College in Frederick, MD. Downtown Hagerstown has a vibrant cultural scene, including a symphony hall that is home to the Maryland Symphony Orchestra, a new performing arts center under construction, and a magnet high school, the Barbara Ingram School for the Arts. There are boutiques, antique stores and shopping malls. The city and county have good public schools and several well-regarded private schools. There are youth recreational sports leagues and many outdoor-recreation opportunities.

Hagerstown and Washington County are rich in history. The city’s strategic location at the border between the North and the South made the city a primary staging area and supply center for four major Civil War campaigns. Antietam Battlefield and the village of Sharpsburg are 12 miles south of town. The C&O Canal’s 184-mile biking and hiking trail along the Potomac River can be accessed in Williamsport, 8 miles to the southwest and is a site for canoeing and kayaking. From there, one can hike or bike all the way to Washington, D.C. Western Maryland has deep agricultural roots, and there are working farms in the region. There is a weekly farmer’s market, and nearby agritourism includes farm stands, orchards and agricultural events. Wineries and local breweries in Washington County welcome visitors year-round. Historic Frederick Maryland lies 25 miles to the southeast and has seen a recent renaissance in dining and cultural activities.