

Minneapolis Institute of Art

Chief Audience and Engagement Officer

Job Description

February 28, 2023

The Job

The Minneapolis Institute of Art seeks a Chief Audience & Engagement Officer to re-imagine the museum visitor experience, and set a vision to broaden the museum's reach and relevancy.

This executive will develop a world-class audience Division, and champion Mia's brand and culture. Serving as Mia's senior-most brand, marketing, and communications leader, The Chief Audience & Engagement Officer will be charged with leading the plan to accomplish goals outlined in the strategic plan, including engaging broad audiences, building awareness in the community, and rebuilding robust attendance levels post covid.

Management Responsibilities

This position is responsible for the areas of Brand, Communications, Marketing, Design, Web, and Learning/Education. The Chief Audience & Engagement Officer reports to the Head of the museum and serves on Mia's Senior Leadership team.

Who You Are

- You are a dynamic storyteller and disruptor who is energized by engaging audiences, creating connections, and driving outcomes
- You are a creative leader who thrives in complex environments with a wide range of stakeholders
- You have a coach/player approach to motivating teams, and a passion for hiring and developing talent
- You have a passion for art and community, whether that's woven into your career or your personal pursuits

In This Role You Will...

- Oversee the Audience Division as a thought leader and engaged mentor
 - Establish the Division's vision, priorities, and roadmap
 - Hire and develop your team with the goal of building a best-in-class Division
 - Empower your teams to implement best practices for audience engagement, including updating of processes for efficient workflow
- Develop an integrated strategy that incorporates Mia's portfolio of offerings to support strategic goals
 - Identify new audiences and profiles
 - Foster a continuum of engagement across audience segments (from "toe-in" to deep divers)
 - Devise and implement new ways of engaging audiences, both remotely and on-site with innovative and traditional programming
 - Build on existing customer journey mapping to optimize engagement opportunities, both in-galleries and across the museum experience

- Effectively communicate what Mia stands for as a community institution anchored in art and humanity
 - Articulate compelling reasons that answer the question: Why Mia?
- Inspire the development of a thoughtful, on-brand engagement plan encompassing all Mia channels
 - Drive development of high-impact messaging and storytelling in collaboration with internal and external partners
 - Identify buzz-worthy content including exhibitions, community partnerships, reimagined museum experiences, events, etc.
 - Leverage the digital/web experience as a critical tool in driving visitors
 - Oversee customer acquisition and digital strategies focused on attracting and retaining new visitors
 - Use data and analytics to understand all Mia communities and optimize engagement opportunities, establishing dashboards for KPIs
- Champion the expertise of Mia's Learning & Education specialists to create engagement opportunities, programs, and curricula that are uniquely characteristic of the Mia experience, and that drive learning outcomes for audiences of all ages
 - Engage audiences through programmatic opportunities with learning outcomes
 - Position learning and educational content as an entry point in the continuum of engagement, accessible to lifelong learners of all ages (i.e., not just for scholars)
- Work collaboratively across the institution to ensure consistent delivery of the Mia brand
 - Develop a framework to ensure brand alignment across all content and communications
- Manage Division budget to meet institutional goals/metrics

To Be Successful In This Role You Will...

- Build and lead an engaged and collaborative Division based on the principles of Mia's culture: Mission Driven, Generous, Agile, Emotionally Aware, and Positive
- Establish Divisional priorities and develop a roadmap that guides all initiatives
- Be collaborative and confident in your point of view, while respecting that of others
- Be bold in rejuvenating audiences with the aspiration of achieving 1MM annual visits
- Ensure effective returns on investment and responsible oversight of museum resources

Qualifications

- Museum and art enthusiast
- 15+ years of experience in engagement, brand & marketing roles
- B.A. or B.S. in marketing or equivalent (M.A. or M.B.A. preferred)
- Understanding of design and creative development
- Fluency in and ability to leverage modern digital landscape
- Customer insight, analytics, market analysis & segmentation experience
- A track record of building and leading large, diverse teams
- Background in community building, and relationship management
- Track record of building credibility and rapport with range of stakeholders and diverse voices

- Confident, creative thinker, high EQ/low ego, mission driven, adaptable

Contact

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Who We Are

A cultural highlight of the Twin Cities, the Minneapolis Institute of Art (Mia) enriches the community by collecting, preserving, and providing access to outstanding works of art from the world's diverse cultures. Mia is internationally renowned as one of the great encyclopedic fine art museums, housing more than 90,000 works of art representing thousands of years of global artistic traditions. With its free admission policy, Mia is an invaluable resource to its audiences, welcoming hundreds of thousands of visitors each year to enjoy the wonder and beauty of art. With a strong commitment to outreach and education, Mia complements its collection and exhibitions with a wide array of public programs, classes, lectures, and special events. Through the museum's comprehensive school services program, educators and community volunteers bring art into the lives of Minnesota's students through both classroom and museum visits.

Mia Culture

The Minneapolis Institute of Art (Mia) is an audience-centered, equitable and inclusive workplace where everyone is welcome. Mia is Mission Driven, Generous, Agile, Emotionally Aware, and Positive, and endeavors to create a workplace culture where staff are responsible to one another, to our visitors, and to themselves to do the best work possible.

Mia is committed to championing policies and practices that value diversity, foster equity, and empower an accessible and inclusive environment. Our strength lies in the diversity among the broad range of people who contribute their time and talents to Mia. We consider inclusion and accessibility a driver of institutional excellence and seek out diversity of participation, thought, and action. It is our aim, therefore, that our employees, trustees, interns, and volunteers reflect and embrace these core values.

MIA IS AN AFFIRMATIVE ACTION / EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER