



## POSITION SPECIFICATION

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### **EXECUTIVE DIRECTOR**

New Jersey Hall of Fame  
Newark, NJ

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## EXECUTIVE DIRECTOR

**REPORTING TO:** Board of Trustees

**LOCATION:** Newark, NJ

### COMPANY DESCRIPTION

#### NEW JERSEY HALL OF FAME

[www.njhalloffame.org](http://www.njhalloffame.org)

Established in 2008, the New Jersey Hall of Fame (NJHoF) is a volunteer-led, non-profit organization dedicated to instilling pride and inspiring the next generation of New Jersey leadership. Every October, new members of the NJHoF are formally inducted during a red-carpet awards ceremony held in Asbury Park and attended by over 3,000 people. The celebratory event honors the lives of the inductees by recognizing their contributions to the following categories: Arts & Letters, Enterprise, Performing Arts, Public Service, and Sports. Nominees are recommended by residents of New Jersey, voted on by the public, and approved by the Board. Highlights from the 2018-19 induction ceremony can be viewed [here](#).

The NJHoF is establishing a permanent museum and interactive destination for the Hall of Fame. Collaborating with the developer of [American Dream](#), a retail and entertainment complex located in East Rutherford, NJ, the Hall of Fame will be built within this major international destination. The museum will occupy a 15,000 square foot space on the ground floor and will be represented in four interactive, pop-up exhibits throughout the 3 million square foot complex, which is expected to attract over 40 million visitors every year. A \$10 million campaign, launched in 2016 to build the museum, was exceeded and has now been extended to \$17.5 million, enabling the NJHoF to inspire and educate more children, embrace new technology, hold additional events at more sites, secure significant artifacts, and connect with everyone who needs a hero.

The NJHoF seeks a dynamic, visionary executive to take the organization into this new phase in its history. Much of the groundwork has been laid for this person to have success – the capital campaign has already exceeded its initial goal; a 50-year lease for free rent on the ground floor of American Dream has been signed; the design firm (C&G Partners) has begun conceiving the museum’s layout; and, thanks to a generous partnership with the Edison Foundation, the museum has received its first artifact, the original Model T that Henry Ford gifted to Thomas Edison in 1916. Furthermore, the Executive Director will be supported by a dedicated Board of Trustees with construction expertise, and a team of highly skilled contractors and volunteers.

The NJHoF is a 501(c)(3). The organization is managed by a nine-member Executive Committee and up to 40-member Board of Trustees.

## SCOPE AND RESPONSIBILITIES

The inaugural Executive Director will be given the unique opportunity to contribute to the Board's vision for the NJHoF and define its legacy through the founding of its permanent museum and the expansion of state-wide programming in the years to come. He or she will play a critical role in developing the business plan of the organization and ensuring the financial sustainability of what is expected to be a roughly \$4.5 million business attracting 250,000 annual visitors. He or she will be the external face of the organization and its chief fundraiser, utilizing his or her network of donors, following up on leads provided by the board, and building new relationships to complete the \$17.5 million campaign by the end of this year and achieve ongoing annual revenue goals, both earned income and contributions.

Among the many exciting opportunities and responsibilities for the Executive Director, include:

- Manage the development, launch, and operation of NJHoF's new physical assets, creating institutional structure and capacity for these projects, and creating a strong foundation for their ongoing operations;
- Create and maintain a sound financial structure to guide the expansion of the organization;
- Establish and manage important strategies and precedents around audience development, board development, fundraising, and community outreach;
- Sustain and expand existing program structure, including the annual induction ceremony and education programs;
- Liaise and connect NJHoF with local, regional, and state constituencies, including educational and public sector leaders.

*Other specific responsibilities include:*

- Create and build institutional capacity in key areas of fundraising, programming, financial operations, and marketing;
- Manage capital projects and startup operations related to the development of new "pop-up" exhibits;
- Coordinate strategic planning for the development of short- and long-term goals and objectives for NJHoF;
- Oversee the day-to-day operations of the organization, its programs, and its physical assets;
- Conduct financial and human resource activities for NJHoF;
- Coordinate marketing and development activities, engaging in key fundraising efforts that include applicable government, corporate, foundation, and individual solicitation and support;
- Develop and cultivate collaborations with non-profit partners statewide;
- Serve as a significant and publicly-involved citizen of New Jersey with a focused presence in social impact and cultural areas;
- Work closely with the Board of Trustees as a liaison with NJHoF staff and vendors;
- Promote the spirit and greatness of New Jersey and its inductees at public and press events.

## QUALIFICATIONS / REQUIREMENTS

The Executive Director must hold an aptitude and track record of success in developing and managing cultural institutions and related capital projects, delivering diverse educational, hands-on programming and building collaborative partnerships. He or she must offer forward-thinking, visionary leadership, well-developed management and fundraising skills. The ideal candidate will have demonstrated ability to raise capital building funding and annual operating support. Knowledge of and connections within the New Jersey philanthropic community are critical to success.

### Specific Requirements:

- Significant experience with fundraising and development activities, including prospect identification and grant writing;
- Extensive management experience in museum administration including such areas as fundraising, institutional development and leadership, board development, programming, marketing, facilities management and operations;
- Strong budgeting, financial management, and analytic skills and the ability to present information in a clear and comprehensible manner to diverse audiences;
- Diplomacy and understanding of processes involving decision-making and collaboration between stakeholders;
- Exceptional communication skills to deliver the mission and vision of NJHoF in a time of critical growth and development;
- Prior success in developing and implementing creative, innovative, and engaging cultural and educational programs that successfully serve diverse constituents;
- Leadership skills that enable the development of an effective, trusting, respectful, and engaging team environment;
- Experience managing unique capital projects and start-up operations preferred;
- Experience programming and operating multiple sites preferred;
- Practical and substantive experience in a non-profit environment;
- Proficiency online with social media, fundraising and volunteer cultivation;
- Bachelor's degree required, Master's degree preferred.

## PERSONAL / PROFESSIONAL ATTRIBUTES

- Self-motivated with relentless enthusiasm and high energy
- Entrepreneurial spirit and comfortable with ambiguity
- Detail-oriented and driven by deadlines
- Excellent written and verbal communication
- Firm and inspirational leadership style
- Outgoing and skilled at networking
- Passionate about the State of New Jersey with a personal alignment with the NJHoF mission

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