



POSITION GUIDE

CHIEF ADVANCEMENT
OFFICERPACIFIC
SCIENCE
CENTER

ABOUT PACIFIC SCIENCE CENTER (PACSCI)

Pacific Science Center, an independent, nonprofit institution, occupies an unrivaled position in the scientific, technological, and cultural landscape of Seattle and the greater Pacific Northwest, serving more than 500,000 people each year. As the nation's first science and technology center, PacSci has been a gateway to access science education and innovation since it was founded at the culmination of the 1962 World's Fair in Seattle. PacSci's mission is to ignite curiosity in every child and fuel a passion for discovery, experimentation, and critical thinking in all of us. Located at the foot of the iconic Space Needle in downtown Seattle, PacSci provides a range of innovative exhibits and immersive experiences at its seven-acre campus adjacent to Seattle Center and in communities and classrooms across the state of Washington. Designed by Seattle-born architect Minoru Yamasaki, PacSci's buildings and vaulting "space gothic" white arches are considered to be among Seattle's most beautifully designed, and the campus is designated as a historic landmark by the City of Seattle. Each day, PacSci works to expand equity and access to science, serve as a vital resource for educators statewide, and fuel discovery and experimentation as a vibrant community laboratory. PacSci imagines a future in which it serves all grades in preK-8 low-income schools in the state with on-site programming in schools, digital and virtual programming, and in-person field trips – all at no cost to schools, educators, or families.

Pacific Science Center serves diverse audiences that 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. PacSci provides exciting and attractive exhibits and immersive STEM experiences, including the [Tropical Butterfly House](#), which houses hundreds of

KEY FACTS

- 187 total staff
- \$18 million budget (FY24)
- \$6.5 million contributed revenue (FY23)
- 19 development and marketing staff
- 400,000 visitors (FY23)
- 48,000 students served in communities across Washington state (FY23)
- 12,138 active members; 1,584 donors gave (FY23)
- 19-member [Board of Directors](#); 18-member Associate Board; 6-member Emeritus members

MISSION

PacSci ignites curiosity in every child and fuels a passion for discovery, experimentation, and critical thinking in all of us.

GUIDING PRINCIPLES

Delight our guests. Model science as a process. Embrace experimentation and innovation. Enable access for all. Support educators and education. Serve as a community laboratory and living room. Run a smart and responsible business. Expect and nurture excellence in our people.

CONNECT WITH PACSCI



butterflies in a tropical habitat; the [Willard Smith Planetarium](#), where guests can explore the universe through live, immersive presentations; the hands-on [Tinker Tank Makerspace](#), where guests can experiment, innovate, design, and build; and the [Salt Water Tide Pool](#), where guests can get a closer look at local marine life from the Puget Sound. PacSci is also home to the region's largest [IMAX® theaters](#) and largest screen in the state of Washington. Within two ultimate IMAX® experience theaters, audiences can enjoy first-run feature movies and documentaries such as Barbie, Oppenheimer, Taylor Swift: The Eras Tour, Hubble 2D, and Deep Sky. PacSci's [Laser Dome](#), one of the largest in the world, packs 10,000 watts of concert sound and dazzling imagery into a one-of-a-kind experience with a packed catalog of shows from Pink Floyd to Doja Cat to Taylor Swift. [Adventures in Sound](#), an interactive exhibit that explores how sound can be seen, felt, and heard, and is fully accessible for neurodivergent guests by using innovative acoustical mitigation tactics.

PacSci also works inclusively and equitably to engage communities, educators, families, kids, and individuals throughout Washington and beyond. PacSci believes science is for everyone. PacSci prioritizes and embeds [inclusion, diversity, equity, and access](#) in all of its work. PacSci serves as a vital resource for educators and lifelong learners, with enriching hands-on experiences and a growing library of digital resources to ignite curiosity. Innovative educational programs include [Science on Wheels](#), [Field Trips](#), [Camps for Curious Minds](#), [Digital Discovery Workshops](#), [Discovery Corps](#), [Curiosity at Home](#), [Career Corners](#), and [I-LABS](#), a cognitive science research partnership with the University of Washington. PacSci also provides innovative programming and digital resources at schools, libraries, and community centers. During the pandemic, PacSci innovated to expand its digital and virtual programming and increase its reach across Washington, employing technology to bring experiential STEM education directly to homes and classrooms. In 2021–2022, its interactive online programs reached nearly half a million people and its Virtual Field Trips reached more than 28,000 students statewide. PacSci also offers deeply discounted membership programs for low-income families, foster youth, and homeless youth.

Despite the pandemic, PacSci continues to remain in a strong financial position due in great part to the leadership of PacSci's President and CEO, Will Daugherty. Prior to his joining, PacSci was faced with \$10 million in debt including \$2.3 million borrowed from the endowment that resulted from a decade of financial hardship. Daugherty developed an exciting new mission and guiding principles for PacSci focusing on financial sustainability, operational excellence, and attractive guest experiences and ultimately reversed the entire debt into a positive standing. After seven years of capable leadership, the organization is now debt free with \$12.6 million in liquid assets and \$2.17 million in the endowment as of June 30, 2023. In 2022, PacSci received a \$2 million estate gift from a long-time supporter and a \$1 million grant from [Amazon](#) to expand its subsidized programming to reach 80,000 low-income students. In 2023, PacSci received a \$500,000 gift from Boeing for the Maker & Innovation Lab and an additional \$500,000 gift from a long-time donor on top of a previous \$1 million gift for its courtyard project. The state of Washington also recently made a \$1.5 million investment in PacSci's public education programs—a big step toward its ultimate goal to serve every low-income preK–8 Title I school in Washington state for free each year.

We invite you to learn more at pacificsciencecenter.org.





THE POSITION

The Chief Advancement Officer, a visionary, dynamic, and science-based advancement strategist, will have an inspiring and rewarding opportunity to help build Pacific Science Center's next stage of transformative growth and impact. The Chief Advancement Officer, a newly created and elevated position, reports to the President and CEO and serves as a high-functioning member of PacSci's executive leadership team. The Chief Advancement Officer is responsible for strategy, planning, and leading all aspects of integrating development, marketing, communications, membership, government relations, and other forms of capacity building to achieve the organization's contributed and earned revenue goals. The Chief Advancement Officer works closely with PacSci's dedicated Board of Directors including an Associate Board, acts as the primary board-staff liaison on the Board's Development Committee, and supports board recruitment, development, capacity building, and fundraising efforts. The Chief Advancement Officer leads, develops, and executes innovative strategies to achieve PacSci's earned revenue goals, including admissions, membership, events, theaters, camps, and fee-based programs. The Chief Advancement Officer manages the portfolio assignments of the President and CEO, Board leadership, and top donors and prospects. This leader will also plan and support any future campaigns and strategic funding projects, including funding support for building and activating a new Maker & Innovation Lab, revitalizing PacSci's historic courtyard area, and upgrading the facility.

This proactive, data-driven leader sets a strong institutional vision for PacSci's role in philanthropy and financial sustainability by building a best practices advancement division at one of the nation's leading science centers. The Chief Advancement Officer, an accomplished closer of gifts and accelerator of high-capacity prospects, leads a talented staff of 19 development and marketing professionals and will be expected to grow the team to support PacSci's annual revenue growth. Direct reports include a Vice President of Development and a Director of Marketing. 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 development and marketing 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 engagement and support that ensure the growth and vitality of one of the nation's first and premier science centers.

MAJOR OBJECTIVES

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

- Lead a targeted, integrated advancement strategy that enhances philanthropic revenue comprehensively, broadens donor engagement significantly, and builds a growing pipeline for major gifts from new and existing major donors and prospects.
- Plan, lead, and implement innovative marketing and communications strategies that maintain and ultimately grow PacSci's earned revenue from admissions, membership, theaters, camps, fee-based programs, events, and other sources.



- Build and generate a portfolio of at least three to five leadership gifts at the seven-figure level, with a goal of increasing leadership and major giving to \$2 to \$3 million annually within the next three years.
- Work proactively with the Board of Directors and Development Committee to help inspire and energize their successful engagements in supporting PacSci's strategic funding priorities.
- Develop and lead the necessary culture change, both internally and externally, to build a strong culture of philanthropy that encourages increased contributions and investments at all levels for advancing PacSci's mission.

RESPONSIBILITIES

The Chief Advancement Officer will have the following primary responsibilities:

- Hire, lead, manage, inspire, and continue to integrate and grow PacSci's high-caliber advancement team of development and marketing professionals.
- Plan, develop, and lead an integrated and targeted advancement strategy that enhances private philanthropy and government funding; builds a pipeline for major gifts from new high-net worth donors and prospects; increases attendance, membership, program, event, camp, and theater attendance, contributions, and visibility; and communicates the work and impact of PacSci in new, compelling ways.
- Leverage the strengths of the advancement team, while implementing growth strategies within a strong data-driven infrastructure that maximizes PacSci's overall revenue potential.
- Work in close partnership with the President and CEO in setting robust but achievable revenue goals with clear strategies, goals, and metrics that enable PacSci to achieve economic sustainability.
- Maintain open and ongoing communications with the executive leadership team, providing complete and accurate activity reports, revenue forecasts, data analytics, and situation analyses on a regular basis.
- Evaluate opportunities to relaunch PacSci's volunteer program in ways that can strengthen community engagement and impact.
- Manage a portfolio of approximately 30 to 50 leadership-level prospects, focusing on a pipeline of six-, seven-, and eight-figure gift donors and prospects.
- Plan, develop, and implement capacity-building strategies to maximize the short- and long-term revenue potential of exhibitions, theaters, camps, digital learning, and other programs that align with PacSci's strategic priorities and build authentic guest and donor relationships.
- Assess and strengthen advancement processes and systems, content strategy, cases of support, prospect research, prospect management, and marketing campaigns.
- Design, produce, and oversee donor and special events.
- Manage the advancement budget to ensure a best return on investment.

- Be recognized as a committed, valued, and collegial philanthropy leader by members of PacSci's executive leadership team.
- Work closely with the advancement team on advising on strategies and tactics to attract and retain donors and members and increase guest, event, and theater attendance.
- Work closely with the Vice President of Finance and Operations to develop annual and multi-year revenue plans and adjustments as needed.
- Represent PacSci leadership at public functions and events to raise the visibility of PacSci as a strong, viable philanthropic entity.

QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A deep, enthusiastic commitment to the mission and guiding principles of the Pacific Science Center, including a personal interest in science, discovery, and education and a passion for advancing inclusion, diversity, equity, and access.
- A minimum of seven to ten years of senior-level leadership experience in managing successful comprehensive advancement teams, with a track record of building significant annual, major, principal, and planned gifts, expanding institutional revenue, and leading marketing and communications best practices. Experience with a major educational, museum, or cultural institution focused on comprehensive revenue growth would be an advantage.
- Proven ability to hire, manage, motivate, and retain an advancement team that strives to achieve excellence and exceed goals.
- Proven experience in raising significant philanthropic gifts at the seven- or eight-figure level.
- Experience with planning and executing major multi-year campaigns.
- Demonstrated ability to bring high intellect, strategic thinking, strong emotional intelligence, and systems-driven leadership to set, meet, and exceed all organizational goals.
- A confident, proactive, goal-oriented, and data-driven team builder with proven success in building productive, long-term relationships with chief executives, 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 subjects with ease; skill in conveying the mission of a major science and technology center to a wide variety of constituencies.
- Solid financial management skills with experience in fundraising and budget analysis, forecasting, and planning.
- Experience with prospect and donor management fundraising software applications such as Tessitura.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.

COMPENSATION AND BENEFITS

The salary range for this position is \$300,000 to \$350,000. Benefits include 100% employer-paid medical, dental, and vision benefit options; basic life and AD&D benefits, short-term and long-term disability insurance; flexible spending account; four weeks of paid vacation, 12 floating holidays, and sick pay annually; 403(b) retirement savings plan; commuter benefits; employee assistance program; annual membership including unlimited admission and other benefits; and a collaborative, creative, and joyful work culture. Relocation assistance will be provided for the successful candidate.





APPLICATION

Pacific Science Center has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Vice President, and Angèle Bubna, Consultant.



DAN NEVEZ
Vice President, Executive Search



ANGÈLE BUBNA
Consultant, Executive Search

APPLY NOW >

Pacific Science Center stands with those who are courageously fighting against hate, racism, and injustice. We recognize that not being racist is not sufficient. We must be actively anti-racist, and we commit to doing so. We prioritize inclusion, diversity, equity, and access in everything we do. Curiosity and critical thinking are essential to the dialogue and changes that need to happen.



Campbell & Company is a national nonprofit consulting firm that helps organizations create greater impact through executive search, fundraising, communications, and strategic information services.

Campbell & Company has helped place exceptional leaders in all sectors, including human services, arts & culture, education, healthcare, environment, associations and membership organizations, and civic and public affairs.

Underlying all our work is a shared focus on the Campbell & Company mission: to collaborate and innovate with people who change lives through philanthropic vision and action.

Visit us at campbellcompany.com and connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).