

## Norman Rockwell Museum Director & Chief Executive Officer

*The Norman Rockwell Museum seeks an arts visionary with a proven track record of strategic leadership and fundraising, and eminence nationally and internationally. The Director/CEO will be an engaging, outwardly facing ambassador for the Museum, and will build upon this renowned institution's position as a must-visit destination and national center for illustration art.*

*The Director/CEO's primary responsibilities are to:*

- *Position the Museum for its next cycle of growth by building upon its strong mission and vision, growing collections, and pursuing opportunities for physical expansion;*
- *Orchestrate compelling exhibitions and programs that increase public engagement with the art and enduring influence of Norman Rockwell, and the multi-generational pantheon of American illustrators;*
- *Provide leadership and strategic vision to successfully execute ongoing work to build endowment and elevate annual fundraising campaigns;*
- *Strengthen all aspects of this remarkable and impactful museum, including on-campus and online spaces; and*
- *Maximize earned income through increased attendance, engaging traveling exhibitions, new online and on-campus programming, and increased retail & rental sales.*

### **BACKGROUND**

Located in the heart of the Berkshires in Western Massachusetts on a park-like 36-acre campus, the [Norman Rockwell Museum](#) holds the world's largest collection of original works by Norman Rockwell, including iconic paintings like **Four Freedoms** and **The Problem We All Live With**.

The collected works of Rockwell form the centerpiece of a large and growing collection of art by a broad range of American illustrators. The Museum is also home to Norman Rockwell's Studio, the Norman Rockwell Archives, and the Rockwell Center for American Visual Studies, the nation's preeminent scholarly center for illustration art, research, and scholarship.

Rockwell's works are ubiquitous in contemporary culture, and so the Norman Rockwell Museum enjoys a high national media and online profile. The Museum has received the National Humanities Medal, and partnered with the United Nations, White House, and the US State Department through its international "Art in Embassies" program. Museum collections have been exhibited in over 200 museums in the United States, Canada, France, Germany, Italy, Japan and Mongolia, in the process fostering a national and international dialogue on art and extending the Museum's reach far beyond its galleries in the Berkshires.

Illustration is the people's art, ubiquitous and experienced freely every day. In an increasingly visual media world, the Museum illuminates the power of American illustration art to reflect and shape society, and advances the enduring values of kindness, respect, and social equity portrayed by Norman Rockwell. The Museum holds central to its values the creation of an inclusive community, inviting belonging for all people in all of its endeavors. Its programs respect pluralistic values, traditions, and contemporary society.

Through the use of community, scholarly, and other advisors, the Museum works to ensure that multiple viewpoints are presented and that programs reflect a diversity of voices and participants, including exhibited artists, program presenters, writers, consultants, and audience

members. The Museum encourages an open atmosphere, and embraces a broad range of perspectives and opinions as the Team develops programs that engage different audiences.

The Museum asks the same questions posed by Rockwell's works: What is the nature of community, individuality and love? What defines America and the American character? What does it mean to be an American and advance certain rights and responsibilities? How do we help children grow and learn from those who have preceded us? What is justice? What kind of civic obligation do we have and what kind of civil society do we want? Through its various offerings and collections, and as home to the nation's first museum devoted to the art of illustration, the Norman Rockwell Museum delivers unique experiences to broad audiences. By referencing Rockwell's own personal journey, his art and his spirit of goodwill and optimism, the Museum's exhibitions and programs serve as a springboard for a dialogue on our times.

Recent exhibitions have included: *What, Me Worry? The Art & Humor of MAD Magazine; I Spy! Walter Wick's Hidden Wonders; Anita Kunz: Original Sisters Portraits of Tenacity and Courage; UNITY Project: VOTE 2024; IMPRINTED: Illustrating Race; Between Worlds: The Art and Design of Leo Lionni; Nora Krug: Belonging; Tony Sarg: Genius at Play; In Our Lifetime: Paintings from the Pandemic by Kadir Nelson; Norman Rockwell: Freedoms Legacy; Enduring Ideals: Norman Rockwell's Four Freedoms; Pat Oliphant: Editorial Cartoons from the Nixon and Clinton Eras; Burt Silverman: In Search of the Constitution; Liza Donnelly: Comic Relief; Finding Home: Four Artists' Journeys, Woodstock to the Moon: 1969 Illustrated; Keepers of the Flame: Rockwell, Wyeth, Parish, and The Narrative Tradition.*

The Berkshire region is culturally rich and physically and ecologically stunning. Berkshire County has a year-round residential population of 130,000 and is second home to thousands of others from Boston and New York. More than 1.1 million visitors are drawn annually to the region's unparalleled mix of cultural and outdoor experiences.

Peer Berkshire institutions include Barrington Stage, Berkshire Botanical Garden, Berkshire Museum, Berkshire Theatre Group, Chesterwood, Clark Art Institute, Hancock Shaker Village, Jacob's Pillow Dance, Mahaiwe Performing Arts Center, MASS MoCA, The Mount/Edith Wharton's Home, Shakespeare & Co., Tanglewood, and Williams College Museum of Art. Along with other Berkshire cultural institutions having a national and international profile, the Norman Rockwell Museum is a member of the Berkshire Cultural Alliance which advances the region's economy and quality of life.

## **BY THE NUMBERS**

The Norman Rockwell Museum employs 30 full-time, 35 part-time hourly and seasonal employees, and 75+ volunteers. Personnel are organized by function that include: collections & exhibitions, education & public programs, development, marketing, digital, retail and administration.

Annual museum attendance averages 130,000, with about 60% of visitors (roughly 78,000) attending in the 5 month summer/fall season. There is strong upside potential for increased attendance. A significant proportion of seasonal non-resident visitors come from the New York City, Boston, Springfield, Hartford, and Albany metro areas. The Museum has a robust digital presence with engagement that exceeds two million annually. iOS and Android apps deliver an audio tour of the Museum and highlight significant works in the collection.

The Museum holds the world's largest and most significant collection of artworks by Norman Rockwell—865 paintings, drawings, and studies—of the artist's approximately 4,000 catalogued works. The Museum's full collection of 25,000 artworks concentrates on American illustration art, and includes original paintings and drawings by celebrated Golden Age artists Howard Pyle, N. C. Wyeth, James Montgomery Flagg, Charles Dana Gibson, A.B. Frost, Maxfield Parrish, and J.C. Leyendecker, among other 20<sup>th</sup> century and contemporary illustrators, including David Macaulay, Wendell Minor, Barbara Nessim, Jerry Pinkney, and William Steig.

The Famous Artists School Collection, a body of more than 11,000 original artworks by giants in the illustration field, includes drawings, paintings, studies, and cartoons by a broad range of illustrators, including John Atherton, Austin Briggs, Stevan Dohanos, Al Dorne, Robert Fawcett, Peter Helck, Fred Ludekens, Al Parker, Ben Stahl, Harold von Schmidt, and Jon Whitcomb; cartoonists Al Capp, Rube Goldberg, Willard Mullin, and Milton Caniff; and other artists including Stuart Davis, Ben Shahn, Will Barnett, Doris Lee, Fletcher Martin, George Guisti, and Robert Weaver. The collection also includes the Norman Rockwell Archives, encompassing more than 300,000 items consisting of the artist's reference photographs, publications, correspondence, and memorabilia, plus an encyclopedic digital collection. 100+ works from the permanent collection are exhibited in Museum galleries at any one time, and the Museum annually stages two to four special exhibitions, a number of which are designed to travel.

The Museum's operating budget ranges between \$6m and \$6.5m, more than half of which is funded by earned income through visitor admissions, retail revenues, rentals, program fees, imaging services, memberships, and traveling exhibition fees. Contributed income accounts for about 45% of the budget, and pandemic emergent gaps in recent years have been addressed by higher than desired draws from a modest endowment of about \$6.5m, 45% of which is restricted.

As the Museum's collections have grown through acquisition and donations, and as exhibition and collections management space constraints have become clear, the Board and staff have developed initial plans for capital improvements to campus facilities. With Board support, the next Director/CEO will further concretize such plans, raise capital to fund improvement projects, and manage all capital, facility and infrastructure upgrade projects.

There are parallel ongoing fundraising campaigns to substantially strengthen the Museum's financial reserves through capital, endowment and annual fundraising. The Museum's incoming Director/CEO, the Staff Team, and the Board will collaborate in shaping and executing these campaigns.

With support from the Museum's Board and staff, the Director/CEO will continue to elevate and position the Norman Rockwell Museum as the leading institution of American illustration art, a resource for illustration exhibitions, artists, scholars and teachers, and as a place of dialogue internationally on America's promise and future.

### **BASIC FUNCTION**

The Director/CEO functions as the Museum's chief executive responsible for leading efforts to continue to position the NRM for ongoing success including articulating a comprehensive and compelling artistic vision; ensuring its financial strength; and overseeing, leading, and supporting the Museum's people, collections, programs, and facilities.

The Director/CEO, along with the staff, stewards the Museum's position as an innovative leader; champions the signal importance of visual communication arts, art education, curatorial practice, and scholarship; and ensures that the Norman Rockwell Museum connects with and is accessible to the local community as well as the art world internationally. The Director/CEO is the Norman Rockwell Museum's public passionate advocate and ambassador and is an active partner to the Board and broader constituents locally, nationally, and internationally.

Partnering with the Board, the Director/CEO will be responsible for strengthening philanthropic support—increasing major gift fundraising through capital, endowment and annual campaigns that inspire and attract new institutional and individual donors.

The Director/CEO will be empowered and expected to:

- Build upon the strong foundation while looking to the future, communicating a comprehensive vision encompassing curation, exhibition, collections, and programming that is compelling, distinctive, imaginative, and financially and operationally sustainable, and reflecting the strengths and ambitions of the Museum.
- Oversee and exercise discretion over all aspects of the Museum's budget, strengthening Museum finances with each successive year of operation to ensure that sufficient funds are available for annual operations and for improvements to the campus physical and on-line infrastructure; drive fundraising that grows the endowment and enables the Museum to undertake capital projects; and increase, diversify and maximize opportunities to increase earned revenue.
- Continue to position the Museum within the Berkshire region, nationally and internationally as an important resource and valuable partner for visual communication experiences, with particular reference to American illustration art and artists encompassing a wide range of visual forms and immersive experiences.
- Lead and manage the Museum's staff, facilities, collection, programs, and resources in ways that strengthen accountability for delivering outcomes, with emphasis on in-person and on-line experiences that visitors, members and philanthropic donors value and enthusiastically fund.

### **QUALIFICATIONS AND CHARACTERISTICS**

The successful candidate will possess a range of the following professional and personal qualifications, characteristics and experiences:

- A record of successful executive leadership of visual arts institutions; demonstrated commitment to the revelatory potential of art; embrace of narrative art forms; a track record of exposing audiences to art and artists through joyful exhibition and programming experiences.
- Passion for the mission and values of Norman Rockwell that includes a sense of optimism, an appetite for thoughtful, vigorous and inclusive debate, and a willingness to take risks in service of creativity, intellectual independence and a strong civil society that embraces all people from all walks of life.
- Demonstrated success in inspiring a vision, developing a strategy, and successfully executing national fundraising to advance the Museum's growth ambitions with a track record of securing major gifts and grants from individual and institutional donors.

**Norman Rockwell Museum  
Director & Chief Executive Officer**

- Administrative and operational sophistication; a record of effective management of physical, human, and financial resources; deep understanding of and interest in financial and budget oversight and planning and earned and contributed revenue generation.
- A management style that integrates open and responsive communication, reflects the highest professional and ethical standards, and focuses on team accountability for delivering defined outcomes; a collaborative approach to decision making, combined with a sense of energy, enthusiasm, and an entrepreneurial capacity to move things forward; a direct but diplomatic style, that is optimistic, consistent, poised, measured, and composed.
- Intellectual and emotional integrity; a sense of empathy, curiosity, creativity, patience and persistence; openness to the opinions of others, coupled with independent thought; honesty, tact, generosity, perspective and good humor.

**COMPENSATION**

The salary range for this position is \$200,000 - \$300,000 based on experience.

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