



VICE PRESIDENT, EXTERNAL RELATIONS

ANDERSON RANCH ARTS CENTER

Snowmass Village, Colorado



The Aspen Leadership Group is proud to partner with Anderson Ranch Arts Center in the search for a Vice President, External Relations.

The Vice President, External Relations will bring new ideas, energy, and growth to all external-facing functions including development, events, marketing, communications, public relations, and community partnerships. The Vice President will be responsible for the unity and success of these activities, including cohesive long-range strategic planning, budgeting, and managing the team towards financial, performance, and growth targets, while building a staffing and execution system to support the full team. The Vice President will exercise direct focus on the development of annual signature events, secure corporate underwriting, manage foundation relationships, and oversee major gifts and campaigns. This role will require regular interaction with and stewardship of major philanthropists, individual trustees, as well as management of relevant Board of Trustees committee meetings.

For over 55 years, Anderson Ranch Arts Center has been providing opportunities for those interested in pursuing contemporary visual arts. The Ranch's mission is to provide transformative experiences that celebrate artists, art making, creative dialogue, and community through workshops in the summer and an Artist-in-Residence program in the fall and spring. Anderson Ranch Arts Center is an international center for the creation of new work and artistic experimentation by contemporary leading artists and offers a large public events program, attended by more than 5,000 people each year.

At Anderson Ranch Arts Center, human beings' lifelong need to develop personal creativity and to discover, learn, and grow is recognized. The Ranch nurtures and inspires imaginations of all ages, encourages experimentation, intensive inquiry, and creative production.

Anderson Ranch is a place like no other. Artists of all levels and ages come to the Ranch every summer for the opportunity to uncover, develop, and stretch their creative spirits. They come for the guest faculty of renowned artists and gifted instructors and the supportive community that encourages experimentation and growth. They come for the state-of-the-art facilities and the beautiful and rustic setting. They come for unique hands-on learning opportunities offered in numerous disciplines enriched by slide lectures, exhibitions, and critiques. In short, they come because Anderson Ranch Arts Center offers the opportunity to learn, create, and become more.

The Anderson Ranch community is part of one of the most sophisticated cultural and philanthropic places in the world. Since the 1950s, Aspen has been the summer home of cultural elite seeking to nourish the mind, body and spirit. The Aspen Institute, the Aspen Music Festival & School, Anderson Ranch Arts Center, and the Aspen Art Museum are nationally-recognized organizational leaders of a town that is driven by cultural institutions. *Forbes Magazine* now reports that over 60 billionaires own property in the area and right along with them are some of the most generous philanthropists in the world.

REPORTING RELATIONSHIPS

The Vice President, External Relations will report to the President and Chief Executive Officer, Peter Waanders and serve on the President's Leadership Team alongside the Vice President, Operations and Business Units, and the Vice President of Artistic Affairs. The Vice President has two direct reports, the Director of Marketing and Communications and Director of Individual Philanthropy.

FROM THE PRESIDENT AND CEO

The Vice President will be joining Anderson Ranch Arts Center as a leader and thought partner on a dynamic new team. We want a partner who will bring their experience, creativity, and energy to help us design our future and have fun building it with us. The current team consists of myself and two other dynamic colleagues. I joined the Ranch in 2019 after a decade with a peer organization and twenty years in the Aspen area. I was charged by the Board of Trustees to elevate the Ranch. The two other members of the leadership team stepped into these roles after over a decade of experience at the Ranch. Andrea Wallace is the Vice President of Artistic Programs, and Ashley Today is the Vice President of Operations and Business Units. They are exceptional and equally committed to this being a transformative time for the organization.

Furthermore, the Vice President will be joining an organization with a solid 55+ year history as a national leader in the field of “art making” organizations – and one that has successfully bridged the worlds of traditional craft and contemporary art. When our founder Paul Soldner launched the Ranch in the 1960s he was experimenting with salt fired Roku – literally salt of the earth craft techniques – in an old barn. By the 1980s the Ranch was a test center for Adobe Photoshop and by the 1990s we offered early classes on website and digital design. We continue today to have both the best of traditional process equipment as well as being one of the most technologically advanced facilities of our kind. The ethos of pushing mediums and experimentation has attracted luminaries decade by decade, with examples for this year ranging from Simone Leigh to Catherine Opie, Simon Haas, Tom Sachs, Precious Okoyomon, Tyler Mitchell, Elliot Hundley, Michael Purvear, Doron Langberg, Rico Gatson, Rashawn Griffin, David Antonio Cruz, and Christina Quarles. The Ranch is a treasured destination by the top contemporary artists of the day.

Anderson Ranch Arts Center stands on a solid financial foundation. We have years of steady financial performance and endowment growth. With financial transparency and accountability in place we have grown to approximately a \$5M annual budget and \$10M endowment and have secured half a dozen six-figure gift agreements in the past three years. We have achieved that success without a major campaign, corporate and foundation program or long-term strategy. With leadership, we believe there is great potential for growth and this is a career-making opportunity.

The Vice President will join a team that is ambitious about the impact of our mission. We believe that art, and specifically art-making, has the potential to change individuals lives and in doing so change the world. While we believe in a bigger future, we are proud of the impact of our work. The 1000+ people that pass through our weeklong workshops have transformative experiences, not just in their artistic practice but in their personal growth. Our five and ten-week residences nurture professional careers. Our Visiting Artists program allows established artists to experiment, change, and grow. And our community programs apply our mission to building unity and connections within our geographical area. We believe that building diversity and equity within our organization is core to our responsibility to make the world a better place. While we have a long way to go, we are proud of the diversity we have achieved through scholarships, partnership organizations, and faculty recruitment. Nearly 20% of our participants self-report as BIPOC+ and our goal is to improve from there. We have recently launched bi-lingual programming and are currently fundraising for an Indigenous artists program.

If these things excite you, if you see not only the successful foundation we offer but the potential to do even more, please apply. We know it takes time and energy to consider a new opportunity like this but we also believe the potential for personal and professional growth and satisfaction are unparalleled. We want to thank you in advance. Your willingness to pursue this opportunity is a compliment to us.

–Peter Waanders, President and CEO

PRIMARY RESPONSIBILITIES

The Vice President, External Relations will

- serve as a thought leader within the organization, working cooperatively and engaging regularly with the Board of Trustees, setting the vision for the future of the Ranch and the strategy to assure the Ranch maintains and elevates its impact and national reputation by advancing the organizational culture of excellence, diversity, equity, and inclusion;
- oversee individual philanthropy, focused primarily on unrestricted annual giving through the management of the National Council;
- lead donor and fundraising-focused events from concept, to budget, to execution including seasonal National Council events, prospect events, and annual signature events, using both internal team resources and external event contractors;
- lead corporate underwriting and oversee government grant and foundation relationships including research, program development, grant application writing, and managing performance and reporting;
- manage the major gifts team and serve as a relationship manager for a portfolio of supporters on a team that includes the President, Vice Presidents, and Director of Individual Philanthropy;
- work with the Director of Marketing and Communications to assure organizational priorities are honored, long-term planning is in place, and annual goals are met;
- maintain a vigilant eye on the bottom line, routinely update forecasts, and provide a 3-5 year perspective;
- play an important cooperative role as a facilitator and mentor of all colleagues in identifying, cultivating, and supporting organizational relationships across the team; and
- support colleagues by engaging in the programs and events of the Ranch, including attending lectures, artist talks, fundraising events, and community activities.

LEADERSHIP AND KEY COLLEAGUES

Peter Waanders

President and Chief Executive Officer

Peter Waanders began his professional career managing retail businesses including independent bookstores and a contemporary art gallery. Peter transitioned to non-profit leadership in 2010 to lead the Society of Fellows membership program at the Aspen Institute, growing the program to a \$6M annual unrestricted giving program that offered 60 content-based events across four geographic centers. Peter was responsible for raising approximately \$40M through major gifts through campaign, capital, annual, and planned giving programs for the Aspen Institute. Peter has a Bachelor's Degree from the University of Pennsylvania and a Master's Degree from the University of London. Peter is married with two school age children. He was appointed President & CEO in January 2019.

Ashley Todey**Vice President, Operations and Business Units**

Ashley Todey graduated with a BA in Art History from the University of Georgia and began her career at the High Museum of Art, Atlanta, Georgia. Since joining Anderson Ranch in 2011, she has held a variety of roles before serving as Deputy Director from 2016-2020. During that period, she played a leadership role during the organization's 50th anniversary and a period of significant growth in financial support, reputation, and reach, including an 18% increase in enrollment; 34% increase in contributed revenue; endowment growth of 41%; and 28% increase in scholarship assistance. Her passion for lifelong learning, leadership, and adventure led her to Kellogg School of Management where she earned her Executive MBA in 2020 and was recognized with the Kellogg Social Entrepreneurship Loan Forgiveness Award. She was promoted to Vice President in 2020.

Andrea Jenkins Wallace**Vice President of Artistic Affairs, Artistic Director of Photography and New Media; Chair of The Center**

With an undergraduate degree in Communications Media, Andrea Jenkins Wallace received her MFA from the University of Colorado, Boulder. Before coming to the Ranch in 2008, she worked for over ten years in academia, holding tenure track appointments at Lake Forest College and Willamette University. She is often an invited speaker to colleges and universities including Pratt Institute, the University of Denver, and the University of South Florida. She has also been a featured speaker at the Denver Art Museum and the Stonewall National Museum. In 2021, Andrea co-taught a class entitled *Photography, Race and Gender* at Colorado College. Her film, *Rochell and Brian*, a documentary about teenage pregnancy, premiered at the New York International Independent Film Festival. She exhibits nationally and internationally with numerous shows throughout the Americas, Europe, China, and the Middle East. Andrea was appointed a Vice President at the Ranch in 2020.

Ellie Hahn**Director of Individual Philanthropy**

With over fifteen years of fundraising experience, Ellie Hahn joined the Development team at Anderson Ranch in 2020. She began her career as a development officer at the Aspen Art Museum, where she created a new membership structure growing the base of donors by 65% and also supported a successful \$60M capital campaign for a new building. Ellie moved to higher education philanthropy where she lead online and mailed annual giving campaigns, sending well over 1M solicitations each year at the University of Washington, Seattle, then completed a \$75M building campaign as the Associate Director of Development at the TCU Neeley School of Business, and most recently lead the major giving team as the Director of Development at the TCU College of Fine Arts. Ellie originally hails from Fort Worth, TX, received her BA in Art History from Sewanee: University of the South, and is married with two small children.

Katherine Roberts**Director of Marketing and Communications**

Katherine Roberts joined the Ranch as the Director of Marketing and Communications in 2018. She was previously Director of Video Production at Carbon8, a digital marketing firm. Her clients included several Fortune 500 companies. Katherine also worked as a network executive at a top-rated national broadcast television network, responsible for marketing the launch of celebrated programs "Glee" and "New Girl." She is an Emmy-nominated, Telly Award and PROMAX-winning writer and producer, as well as an elected board member of Aspen Film, serving on the Fundraising and Governance committees. Katherine received her Bachelor of Journalism degree from the world-renowned University of Missouri.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Anderson Ranch Arts Center seeks a Vice President, External Relations with

- a passion for the arts and the importance of the art-making experience and a recognition of human beings' lifelong need to develop personal creativity and to discover, learn, and grow;
- deep knowledge of a variety of charitable giving strategies, approaches, vehicles, and agreements as well as a deep understanding of relationship development;
- an understanding of and experience in creative event visioning, budgeting, planning, and execution;
- experience leading a team toward building a strategy that supports reputational growth and fundraising efforts; and
- experience creating a long-term growth plan for annual and special giving efforts.

SALARY AND BENEFITS

The salary range for this position is \$125K to \$150K annually. Anderson Ranch Arts Center offers a benefits package including company paid medical insurance with an option to add additional family; HSA contribution; long- and short-term disability insurance; life insurance; paid time off; sick leave; professional/continuing education support; and retirement plan/discretionary 403B match.

LOCATION

This position is located in Snowmass Village, Colorado.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of Anderson Ranch Arts Center as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[*Vice President, External Relations, Anderson Ranch Arts Center.*](#)

To nominate a candidate, please contact Patrick Key:

[*patrickkey@aspenleadershipgroup.com.*](mailto:patrickkey@aspenleadershipgroup.com)

All inquiries will be held in confidence.