



**new bedford  
whaling museum**  
ART. HISTORY. SCIENCE. CULTURE.

**Chief Engagement Officer**

**New Bedford Whaling Museum**

**New Bedford, MA | Spring 2025**

**Tracy Marshall & Jesse Bryan**  
Development Guild DDI

**developmentguild.com**  
**BOSTON | NEW YORK**

***The New Bedford Whaling Museum seeks a forward-thinking Chief Engagement Officer to lead marketing, visitor experience, digital engagement and public programs as the Museum embarks on an exciting next phase its history with a new \$32M expansion.***

## **About The New Bedford Whaling Museum**

The New Bedford Whaling Museum (the Museum) is a premier cultural and educational institution located on the South Coast of Massachusetts, dedicated to igniting learning through explorations of art, history, science and culture rooted in the stories of people, the region and an international seaport. Founded in 1903 as part of the Old Dartmouth Historical Society, the Museum was established by a deeply engaged group of citizens to create and foster an interest in the history of the region. Anchored in the story of New Bedford's whaling industry, the Museum documents and shares the diverse stories of this vibrant maritime region and its people, both bygone and current.

As a cultural and scientific leader, the Museum's growing influence is evident in its expanding collection, exhibitions, and scholarship. The Museum invites visitors to examine complex and sometimes difficult topics that are shaped by our past, remain critical today, and inform a sustainable future. As a compelling destination that anchors a national park and vibrant urban seaport, the Museum encourages exploration of the region's cultural, artistic, historic, and scientific contributions. Located in the historic seaport of New Bedford, MA, the Museum plays a vital role in preserving the stories of those who shaped the region's early history, the abolitionists, immigrants, merchants, whalers, seamstresses, fishermen, artists, and environmentalists, while also addressing complex historical and contemporary issues that continue to shape our world today.



The Museum is led by Amanda McMullen, President & CEO. Under Amanda's leadership, the Museum has embarked on a \$32M capital expansion to enhance its impact and visitor experience which will be completed in 2026. This transformative project includes the construction of a new 20,000-square-foot building set to house a new welcome center with café and retail, as well as a dynamic gallery level for rotating exhibitions. Under Amanda's tenure, the Museum has grown its educational initiatives, increased traveling exhibitions, strengthened community partnerships, and expanded its audience. In 2024, the Museum welcomed more than 82,000 visitors through its doors in New Bedford while also reaching an additional 58,000 visitors with traveling exhibitions nationwide. The Museum's annual operating budget is roughly \$6M and the endowment is over \$20M.

*For more information about the Museum, please visit: [whalingmuseum.org](https://whalingmuseum.org)*

## **About New Bedford**

New Bedford, MA is a vibrant coastal city rich in history, culture, and natural beauty. Known as "The Whaling City," it played a vital role in the 19th-century whaling industry, a legacy celebrated at Museum. Today, the city boasts a thriving arts scene, a picturesque working waterfront, and a strong sense of

community. With its charming historic district, delicious seafood, and easy access to scenic beaches and parks, New Bedford offers both residents and visitors a unique blend of history and modern coastal charm. From lively festivals to waterfront strolls, the city is full of opportunities for exploration and enjoyment.



## About the Position

Reporting directly to the President & CEO, the Chief Engagement Officer will join a dynamic c-suite team that includes the Chief Administrative Officer & CFO, the Chief Philanthropy Officer, and the Chief Curator & Director of Museum Learning. They will provide leadership for all outreach and engagement ensuring the Museum is seen and experienced as a dynamic destination. The position will provide oversight and inspiration in the areas of marketing, communications, and visitor-facing revenue and service functions (public programs, digital, visitor experience and retail). This is a new role, and an exciting position that requires a unique combination of strategic and creative vision, revenue planning, and leadership skills.

The Chief Engagement Officer will bring a fresh and bold approach to audience engagement and will be responsible for driving all earned income revenue to the Museum which is currently approximately \$1.5M annually. This person will lead a dedicated team of twelve, including four direct reports, in creating and implementing innovative strategies to enhance audience development, strengthen community partnerships, and ensuring that the Museum remains a welcoming and accessible destination for all. They will play a critical role in helping shape marketing and branding efforts for the \$32M expansion effort.

## Key Responsibilities

- Working in collaboration with President & CEO and senior leadership team, develop and execute a comprehensive engagement strategy encompassing marketing, communications, and overall visitor experience
- Lead strategic marketing and branding initiatives to enhance the Museum's visibility and reputation both regionally and nationally
- Manage and grow earned income revenue

- Supervise and mentor a team of twelve with four direct reports that include the Director of Digital Engagement, Visitor Experience Manager, Associate Director of Special Events and the Marketing Coordinator
- Working in collaboration with the President and CEO, set and execute the marketing and communications strategy for the grand opening of the \$32M expansion in 2026
- Collaborate closely with the philanthropy team to align marketing, membership, and fundraising programmatic messaging
- Direct the development of innovative programs and outreach efforts that foster deeper connections with diverse audiences
- Ensure a seamless and welcoming visitor experience, both in-person and online, enhancing accessibility and engagement opportunities
- Collaborate with Museum leadership to further the Museum’s mission, and to ensure a cohesive staff culture
- Manage vendors and contractors as needed



### Key Qualifications

- 10+ years’ experience in at least one of the following areas: marketing, community engagement, museum or arts administration, visitor engagement, or public programming
- 5+ years of supervisory experience directly managing and motivating staff
- Strong strategic and entrepreneurial thinking and ability to develop and implement effective engagement and marketing strategies
- Proven leader with imagination and a passion for the Museum’s mission and core values
- Experience in customer service or visitor experience
- Experience with digital marketing and social media platforms
- Commitment to diversity, equity, and inclusion, with a demonstrated ability to connect with diverse audiences
- Excellent communication and leadership skills, with the ability to inspire and guide teams
- Museum experience a plus



This is a position based on-site at the New Bedford Whaling Museum. Occasional remote work is possible. The salary range for the position is \$125,000 - \$150,000, commensurate with experience, and includes an excellent benefits package.

**The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.**

To express interest, please submit your cover letter and resume in confidence [here](#).

**Tracy Marshall & Jesse Bryan**  
Development Guild DDI

### **About Development Guild DDI**

*For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. We have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.*

*With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.*

