



*Enabling Educational Use of Museum Multimedia*

## **AMICO Executive Director Job Description**

### **About AMICO**

The Art Museum Image Consortium is an independent, not-for-profit membership association of institutions with collections of art. Founded in the fall of 1997, and independently incorporated in June of 1998, AMICO is an innovative collaboration, not seen before in museums, that shares, shapes and standardizes information regarding cultural collections and enables its educational use. The AMICO Library is a multimedia digital library compiled by the Art Museum Image Consortium, and distributed, under license for educational use. AMICO partners with distributors, to make the AMICO Library available over secure networks to institutional subscribers, including universities, colleges, libraries, schools and museums. Designated users include faculty, students, teachers, staff and researchers. See <http://www.amico.org> for full background information.

### **Responsibilities**

The Executive Director is the Chief Executive Officer of The Art Museum Image Consortium. The Executive Director reports to the Board of Directors through the Chairman and the Executive Committee, and is responsible for the achievement of AMICO's mission and financial objectives.

The Executive Director plays a leadership role in the development and implementation of AMICO's long-term strategy, expanding Membership, publishing The AMICO Library™ and developing a subscription-base and user community. The Executive Director and acts as an advocate for the AMICO and the issues it represents at all levels.

#### **1. Planning and Strategy**

Builds and directs a Membership organization of 30 + museums

Provides leadership in developing program, organizational and financial plans with the Board of Directors and staff, and defines and implements plans and policies authorized by the Board.

Works with the Board and Executive Committee to ensure that AMICO has a long-range strategy which fits its mission, and towards which it makes consistent and timely progress.

Promotes active and broad participation by Board Members and Member Project Teams in all areas of the organization's work.

Maintains official records and documents, and ensure compliance with federal, state and local regulations

Maintains a working knowledge of significant developments and trends in the cultural informatics and digital library field, and articulates the position of AMICO and The AMICO Library in this changing landscape.

Obtains and implements legal advice where necessary, including developing intellectual property policies and procedures conformant with AMICO's goals and objectives.

## **2. Staffing**

Manages staff of eight (6 professionals) delivering Member services and product support, ensuring that sound human resources policies and procedures are in place.

Develops job descriptions, oversees and/or conducts all staff recruitment activities; hires and evaluates and fires staff; provides initial orientation training for all new staff; arranges for ongoing staff training, tailoring such training to meet individual staff needs; supervises staff or oversees supervision which is provided by subordinates; implements personnel policies and submits recommendations to the Board for policy revisions, and oversees benefit plans.

Maintains a climate that attracts, keeps, and motivates a diverse staff of top quality people.

## **3. Budget and Finance**

Develops and manages budget of \$1M per annum, largely from subscriptions to The AMICO Library™.

Responsible for developing and maintaining sound financial practices, and obtaining and implementing financial advice.

Works with the staff, Executive Committee, and the Board in preparing annual budgets; manages the total budget, including all contracts; oversees the billing process, accounts payable, accounts receivable, and the preparation of financial statements; and maintains a cash flow projection

Sees that the organization operates within budget guidelines and that adequate funds are available to permit the organization to carry out its work.

Meets or exceeds financial targets set by the Executive Committee, through the development of subscription and funding revenue.

## **4. Communications**

Develops a broad awareness of AMICO, its goals, objectives and activities in the international Museum, library and digital library communities. Publicizes the activities of AMICO, its programs and goals.

Promotes membership and subscriptions through advertising, exhibition at conferences, direct marketing at other appropriate marketing strategies and tactics.

Sees that the Board is kept fully informed of the condition of AMICO and all-important factors influencing it.

Establish sound working relationships and cooperative arrangements with other groups and organizations working in the field

Represents AMICO and AMICO's point of view to agencies, organizations, and the general public.

Participates in the international development of standards and policies fostering the networked accessibility of digital cultural heritage information.

Writes papers and makes presentations about AMICO, AMICO's activities and the issues it is engaged in for international journals and professional fora.

As delegated by the Board, and with the Chairman and Officers of the Board of Directors, conducts official correspondence of the organization, and as delegated (or jointly with designated officers) executes legal documents.

**5. Development and Publication of The AMICO Library™**

Leads a team designing, and creating a premier multi-media museum educational resource.

Ensures the timely and accurate publication of The AMICO Library™.

Recommends, and supervises the implementation of an appropriate technological infrastructure to ensure AMICO's efficient production of The AMICO Library™.

As publisher of a major Digital Library resource, works in international Digital Library community, to develop relationships that improve interoperability among digital library resources.

Negotiates with vendors, rights holders, distributors, and subscriber collectives to enhance the content delivered in The AMICO Library™.

Recommends and oversees the adoption of technical strategies that extend the utility and integrate the content of The AMICO Library™.

Manages technical staff charged with the processing of Member contributions to The AMICO Library™ and its distribution.

Partners with other organizations, as appropriate, to develop and test technical strategies and systems that support AMICO's goals.

**6. Member Liaison**

Works with the Board and Membership Committee to develop and maintain AMICO's Membership; supervises the development of Membership recruitment activities and materials.

Develops programs that meet Member needs and contribute to the enhancement of the AMICO Library and the ease and quality of its production.

Identifies potential benefits that AMICO could provide to its Members and implements those that the AMICO Board approves. With appropriate legal advice, develops and maintains AMICO Membership Agreements, and ensures their proper administration.

Reports regularly on AMICO activities to ensure Members are aware and engaged in AMICO's mission and participate where appropriate.

Ensures all Members are involved in the development and implementation of AMICO policy, at the Board and Project Team level.

Leads the annual Members Meeting, and works with Members to ensure that this gathering meets their needs.

**7. Distributor Relations**

Identifies and develops contractual relationships with distributors of The AMICO Library™

Coordinates with the Distributors of the The AMICO Library™, to improve market penetration and distribution functionality (currently 6+).

Manages all aspects of contractual, financial and legal relationships with AMICO's distributors, obtaining legal advice where necessary.

Seeks and finds new distribution channels to enable the use of The AMICO Library™ in underserved markets and by new user communities.

**8. Subscriber Development**

Works within the Educational Community to raise awareness of The AMICO Library™ and develop a strong subscription base.

Promotes use of The AMICO Library™ across the curriculum.

Manages an evaluation program that provides input into a program of continual enhancement of The AMICO Library™. Develops policies and programs that respond to user needs.

With appropriate legal advice, develops and maintains licenses to use The AMICO Library and ensures their proper administration.

**9. Development**

Identifies and pursues sources of grant funding and underwriting for AMICO's programs.

Develops grant proposals and contracts, and monitors compliance with granting agencies requirements. Reports as required.

**AMICO Executive Director: Reporting Structure**

Reports to the AMICO Board

Works closely with the Executive Committee

Directly supervises AMICO's Senior Staff (Communications Director, Technical/Production Director, Chief Operating Officer)

Hires and fires staff

Identifies, contracts and supervises consultants

Contracts with AMICO Members and Subscribers

Contracts with AMICO Distributors

Liases with Funding Agencies.

**AMICO Executive Director: Conditions of Employment**

- \$75 – 100K p.a. negotiable, with vacation and health benefits and other benefits up to 22% of salary; AMICO is an Equal Opportunity Employer.

**Location**

- The AMICO Offices have been located in Pittsburgh, Pennsylvania, since 1997. A new Executive Director may suggest relocating the offices.

**AMICO Communications Director: Qualifications**

**Education**

- Graduate degree (PhD or equivalent work experience) in Art History or the Humanities, Library Science or Arts Management.

**Knowledge, Experience and Aptitude**

**Management and Administration**

- Proven ability to develop and implement successful programs in new areas of online activity.
- Management experience within a museum or art gallery
- Experience supervising staff
- Experience negotiating contracts with range of vendors, licensors, and intermediaries
- Entrepreneurial experience and/or experience developing and implementing new programs
- Experience developing and administering a significant budget
- Team building skills
- High comfort level working in a distributed, automated environment
- Excellent written and oral communications skills

**Membership-Based**

- Experience in managing, developing and governing institutional membership organizations in the cultural/educational arena
- Experience working with/serving on non-profit Boards

**Program-Based**

- Prior publishing/copyright management experience
- Experience in managing complex museum information in digital form
- Experience delivering information to end-users as educator or information professional
- Standing in the international cultural community or Digital Library professional community

## **Recruiting Background**

### **Ideal candidate**

Mid-to senior level professional with museum experience and grounding in digital libraries seeking 5-10 year challenge growing a young organization into an international force.

Internal understanding of AMICO's history and operations highly desirable.

### **The Opportunity**

The Art Museum Image Consortium (AMICO) has been managed under contract since its founding in September 1997. Before June 30, 2002 it will be turned over to a new management team headed by the Executive Director.

The organization is prepared to relocate. Substantial overlap time and on-going consultation from the prior management team is available. Strategic plans for the organization envisage a doubling in membership, tripling of budget, and worldwide expansion over the next five years.

### **Time Frame**

Recruitment begins internally by August 1, 2001. If no internal candidate is found, we can begin a wider search in the Fall.

Nominations / applications are received and reviewed by the Search Committee throughout the Fall of 2001 (on a rolling basis).

Announcement is tied to selected candidate's preference and transition schedule.

Incumbent begins works between February 1 and May 1 2002 (earlier is better because of The AMICO Library™ development cycle).

Transition of office and responsibilities are complete by June 30, 2002.