

**Job Opening:** Business Planner  
**Type of Position:** Consultant  
**Position Available:** Immediate  
**Location:** New York, New York

The **Museum of Chinese in the Americas (MoCA)** is dedicated to reclaiming, preserving, and interpreting the history and culture of Chinese and their descendants in the Western Hemisphere. Through an ongoing and historical dialogue that shapes MoCA's collections, programs and exhibitions, people of all backgrounds are able to explore the diversity and complexity of American history and culture, while gaining unique access to the images, papers, oral histories and artifacts that document the story.

MoCA seeks a **Business Planner** to help develop a new museum facility where it will relocate its expanded operations in 2007. MoCA will occupy two full floors within an existing structure, and is responsible for construction of the space to meet its programming needs. MoCA will retain its current facility at 70 Mulberry Street for back office and archival space. Preliminary design for the new facility is complete and construction is anticipated to commence in late 2006. The Business Planner will work with staff, the architectural/building team, and related consultants to develop a three-to-five year business plan to strengthen and enhance the Museum's existing programs and enable it to be operating at full capacity upon relocation to the new facility.

**Qualifications:**

- Excellent writing, research, communication and presentation skills are critical
- Must have the ability to creatively identify and adapt concepts into new revenue sources, design and implement workable programs, complement marketing and publicity efforts, increase attendance, expand membership growth, and support and increase revenue generation
- Successful candidate must have a passion for working in a not-for-profit cultural heritage institution, with relevant knowledge and familiarity, including professional organizations
- At least 7 years experience with proven track record of successfully developing business plans and increasing revenue
- Must be a highly organized self-starter with strong project management skills, ability to multi-task, and work both independently and in a team environment, including with staff and Board members
- Extensive knowledge of financial development (including return on investment analysis), market dynamics and strategy

**Responsibilities:**

- Work closely with project team to increase revenue opportunities derived from new facility
- Assess and analyze existing operations regarding impact on revenues (e.g., admission policy & pricing, memberships, tours, retail operations), and identify existing weaknesses, problems, areas of potential growth and suggest corrective measures with feasible methods of implementation
- Identify and analyze operations and revenue sources utilized by other cultural institutions, and develop applicable programs and implementation methodologies
- Identify new strategies to strengthen museum finances and operations in response to expansion, and develop applicable programs and implementation methodologies (e.g.,

- cultural tourism packages, space rentals, special events, web-based activities, other tie-ins, branding possibilities, and sponsorships) to be implemented at the new facility
- Create a diverse range of museum-related themed products and services (e.g., products for public display, presentation, or sale; resources for museum content producers; and professional development opportunities (e.g., educators))

**To apply, please submit a cover letter and resume to:**

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Museum of Chinese in the Americas  
70 Mulberry Street, 2nd Floor  
NY, NY 10013

Or

FAX to (212) 619-4720

Or

Email [clai@moca-nyc.org](mailto:clai@moca-nyc.org).