

MEMBERSHIP MANAGER

Position Description

Dept: Development	Reports to: Associate Director of Development	Direct Reports: 0	
Type: Full-time	FLSA: Exempt	Date: 3/08/2022	Rev. Date:

POSITION DESCRIPTION

The Membership Manager oversees all aspects of the museum's membership program to ensure that exceptional membership services and benefits are provided. Serving as the primary advocate and liaison between the museum and its members, corporations, and the community, the Membership Manager is responsible for the cultivation, stewardship and solicitation for membership and annual donors.

ESSENTIAL RESPONSIBILITIES

- Prepares, implements, and evaluates an annual strategic plan for marketing the museum's membership program to grow the museum's membership base, convert visitors to members, retain members, and increase members' levels of commitment, involvement, and investment in the museum.
- Creates, markets, and manages all membership events and promotions, including unique and exclusive activities for exhibition and permanent collection openings, museum programs, and members-only offerings in coordination with the Associate Director of Development that oversees Premier Members.
- Provides a presence to sell membership at events run by volunteer groups (i.e. Festival of Trees & Traditions; Fine Art & Flowers, etc.) Attends museum events as the "face of membership" in order to identify new members and other prospects.
- Partners closely with other departments to implement promotions, partnerships and communications that build museum membership and community engagement.
- Oversees all administrative functions of the membership department including brochure design and production, customer and member services, and promotional material production.
- Oversees all aspects of Tessitura database maintenance for members, ensuring appropriate coordination of lists for online and print mailings to members, and verifies information is updated and current on all members. Runs monthly reports, runs queries when needed, and creates mailing lists as required.
- Processes all incoming gifts in Tessitura and creates acknowledgement letters and membership cards. Oversees the mailing of these outgoing materials to members and donors.
- Proactively coordinates with the Grants Manager to engage new and lapsed corporate memberships and educates employees as to the value of their corporate membership.
- Actively promotes annual giving through a semi-annual mailing campaign at the end of the calendar year and the end of the fiscal year; highlights annual giving during membership renewal; educates donors as to the option of planned giving, specifically bequests.
- Analyses data from contributions, the donor database, and surveys to create metrics-based strategic plans to increase membership and annual giving.

MINIMUM REQUIREMENTS

Education and Experience

- Bachelor's degree, equivalent may be accepted depending upon experience.
- Minimum of three (3) years of successful membership development experience in an arts setting and with management experience strongly preferred.
- Experience in fundraising, sales, marketing, relationship management or related field preferred.
- Demonstrated track record of setting and achieving goals.

Skills and Abilities

- Excellent interpersonal skills and ability to work with people at all levels within and outside the museum.
- Excellent public relations skills and the ability to visit corporate member locations.
- Superior writing and editing skills, and creativity.
- Strong attention to detail and excellent organizational skills.
- Ability to respond quickly to unexpected challenges and shifting priorities.
- Ability to work well independently and collaboratively.
- Expert computer skills; strong analytic and operating abilities with programs and platforms including Microsoft Office, Tessitura or similar databases, and data entry experience.

WORKING CONDITIONS

Physical Demands

- Must be able to lift and carry boxes of printed materials, up to 25 pounds
- Must be able to remain in a stationary position 50% of the time; frequently moves about inside the offices, including ascending/descending a short flight of stairs; operates a computer and other office equipment such as a calculator, copy machine, etc. Frequently communicates with staff and others and must be able to exchange accurate information.

WORK SCHEDULE

- The work schedule generally is Monday through Friday, 9 a.m. to 5 p.m. A flexible work schedule or additional work hours may be necessary, to meet the requirements of this job position, which could encompass evening hours and weekend work. The responsibilities and required interactions of this position are not conducive to remote work.

PHYSICAL/MENTAL/SENSORY DEMANDS

- Climate controlled art museum with display galleries, standard offices, café, library/archives, theater, museum shop, and other non-public spaces. Work is performed primarily indoors and occasionally outdoors, in lobbies, art display galleries, public spaces and non-public offices and storage areas. Compliance with Museum health and safety-related protocols.
- While performing the duties of this job, the employee is frequently required to receive oral and written instructions and information in English and to clearly communicate in English in person, over the telephone, through email and through other electronic means. The employee is required to move about their work area, between galleries and storage areas, ascend and descend stairs; and stand and/or sit for extended periods of time. The employee is occasionally required to lift, drag and/or move up to 15 pounds unassisted. The employee is required to identify, observe, and assess visually or otherwise.
- Reasonable accommodations may be made to enable qualified individuals with a disability to perform the essential functions to the extent the Wadsworth may do so without undue hardship. The term



“Qualified individual with a disability” means an individual who with or without reasonable accommodation can perform the essential functions of the position.

DISCLAIMER

- The preceding job description has been designed to indicate the general nature and essential functions and responsibilities of work performed by the employee in this job position. It may not contain a comprehensive list of all duties, responsibilities, and qualifications required for this role. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

TO APPLY

We are a progressive, equal opportunity employer and all candidates are encouraged to apply. You can do so by sending a cover letter noting the reason for your interest plus your resume to:

Staffing.Development@thewadsworth.org.