

POSITION OVERVIEW

Title: Membership & Annual Giving Associate, Memorial Art Gallery

Supervised by: Director of Gallery Advancement, Memorial Art Gallery

General Purpose:

The Membership & Annual Giving Associate develops, manages, and organizes strategies and tasks relating to the museum's renewable funding programs. With independent judgement and a strong sense of initiative, the Membership & Annual Giving Associate systematizes and innovates ways to meet unrestricted, operating revenue development goals. The position is responsible for planning and executing appeals, visitor engagement opportunities, and member events in an effort to reach new audiences and engage existing annual supporters throughout the year. Focuses on turning both individual and organizational prospects and visitors into members, and members into donors through customer relationship management and outreach strategies.

Specific Responsibilities:

35% Strategize and manage membership renewals, upgrade, and acquisition campaigns.

Determine objectives and strategies, then execute, track, and analyze plans to drive membership revenue. Develop mailings, events, and promotions to gain new, renewed, and upgraded individual (General and Director's Circle) and corporate memberships.

- *Solicitation and renewal mailings:* Systematize and streamline timely electronic and direct-mail individual and corporate membership solicitations.
- *Membership processing:* Serve as a personal point of contact for member relations. Process membership [renewals] and acknowledge accordingly. Oversee and execute individual general and corporate member stewardship mailings, benefits distribution, etc.
- *Lead generation:* Collaborate with museum colleagues to leverage audience engagement to build the membership pipeline
- *Marketing Materials & Collateral:* Work with Marketing & Engagement, as well as special vendors, to request and coordinate collateral needs, including stationary, membership brochures, etc.
- *Budgeting:* Project and track membership revenue and expense budgets, including costs for membership events.

10% Member events

Develop and manage a variety of membership discovery, cultivation, and stewardship events, including (but not limited to) 3-4 annual VIP & General Member Exhibition Preview Parties, annual Corporate pARTner event(s), member specials/shopping night(s), etc. Work with internal (MAG) offices to coordinate all aspects of each event from initial concept to execution.

- Work with MAG Marketing & Engagement (or outside vendors and community partners, when appropriate) to arrange for invitations and promotional materials, as well as to publicize membership programming.
- Work with MAG Events office to arrange for catering, special vendors, entertainment, room set ups, AV, presentation rehearsals, event timelines, and other services as needed.

- Recruit event volunteers and staff; develop assignment schedules. Oversee personnel and event logistics on-site during each event.

20% Reporting, data analysis, and data and list management

Export data, generate OASIS and RetailPro Membership and Admissions reports, and provide membership lists for various Gallery purposes.

- With a keen attention to detail, streamline and standardize list and report formatting for user friendliness.
- Develop reports and tools to track and evaluate individual and corporate membership and admissions goals and revenue trends.
- Analyze trends and compare to internal, regional, and national benchmarks in order to inform membership appeal and upgrade strategies.

20% Coordinate annual renewable (non-Grant) corporate support

Identify, cultivate, and solicit annual gifts from businesses and corporations for unrestricted operating support through corporate memberships (“pARTnerships”) and sponsorships of key museum initiatives that require renewable funding, such as annual events/programming, galas, exhibitions, and other special projects.

- With support from the Director of Advancement, review current corporate members to determine likely candidates for increased gifts. Identify current corporate members and donors for more personal cultivation and solicitation.
- Work with UR central advancement Prospect Development office, as well as external resources, to source corporate prospect leads. Develop strategies and appeals to engage new business targets.

10% Annual Fund

Serve as MAG’s primary liaison to the department of Annual Giving (AG) Programs within UR Central Advancement in order to coordinate and execute [minimally] three annual electronic and direct mail appeals to a broad member and donor base.

- Work with UR’s Central Advancement AG contact to identify AG target audiences, conceptualize appeal strategies, then develop annual calendar of mailing waves. Coordinate internal MAG constituent approval of annual appeal calendar, and of each appeal.
- Compile content (prompts or full composition, as well as images) for/from museum Director, the Director of Advancement, and/or Marketing & Engagement.
- *Budgeting*: Project and track annual fund revenue budget.

5% Other duties as assigned

Qualifications and Requirements:

A minimum of two years’ experience in Advancement/Fundraising preferred, or a combination of relevant experience and education. Experience in project management a plus. Must have a proven track-record in developing and executing [marketing] strategies to reach and engage target audiences. Must be able to work successfully with diverse groups, including museum staff, outside agencies, corporate sponsors, and tourism/hospitality representatives. Necessary skills sets include:

- Effective written, verbal, and interpersonal communication skills
- A strong sense of organization, attention to detail, planning, and time management.

- High proficiency in Microsoft Office suite of software (especially Excel) and/or database/reporting software(s), as well as use of various social media outlets.
- Initiative to tactically plan then implement execution of Director's strategic vision and programmatic oversight.
- Budgeting skills.
- Must be able to work evenings and weekends as needed.
- Self-starter and multi-tasker.
- Demonstrated success in working both independently and as a team member to create and implement fundraising strategies.