

POSITION: Membership and Annual Fund Manager

REPORTS TO: Director of Individual Giving

POSITION SUMMARY:

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. The Museum is riding an exciting wave of success and is in the midst of a revitalization of its mission and operations, which centers on the renovation and expansion of its historic building, the advancement of the stewardship of its collections, and new and ambitious exhibitions, publications, and public and school programs.

The Membership and Annual Fund Manager will conceive, implement, oversee, and build the Museum's membership program, and the Annual Fund. They will write and produce compelling solicitation letters and Direct Mail pieces; cost-effectively manage membership renewal, acquisition and Annual Fund campaigns, utilizing both mail and electronic media; assist in organizing membership special events including the Members' Appreciation Night; fulfill membership benefits; and develop and implement strategies for increasing membership retention and attracting new members and Annual Fund donors, including through on-site and online outlets.

Candidates will have a minimum of 3 years of membership experience, preferably within the museum/cultural arts sector, and proficiency with donor management systems. Strong writing and interpersonal skills, attention to detail, and an ability to meet deadlines, manage budgets, and juggle multiple projects are also required. Must be a team player and flexible about work hours, which may include evening and weekend events.

Responsibilities:

- Oversee the Individual Membership and Annual Fund programs, and meet annual revenue goals by managing a diverse outreach plan, including mail, electronic communications, calls, member events, and on-site solicitations.
- Organize and implement compelling print and electronic marketing campaigns to attract new members, renew current and lapsed members, and solicit gifts to the Annual Fund.
- Work closely with Design team to conceive and oversee the production of attractive solicitation materials, including membership renewal and Annual Fund mailings, e-blasts, brochures, and on-site promotional materials.
- Work closely with the Digital team to develop and implement creative and effective online membership acquisition and Annual Fund campaigns.
- Manage the promotion of membership on-site, including in the Museum Shop and during Public Programs and other events. Implement membership premiums and incentives for sales staff to increase on-site sales.
- Working with the Individual Giving team, assist in upgrading members to the Museum's patrons' program, the Alexander Hamilton Circle.
- Ensure the cost-effective and timely delivery of membership acknowledgments, benefits, and premiums, including membership cards and invitations.
- Manage Membership's relationship with the mail house (McVicker & Higginbotham) to ensure on-time, cost-effective mailing of renewal solicitations, Annual Fund campaigns, and Direct Mail appeals.

- Working with the Development Assistant, manage the membership database in Altru and ensure the correct entry of all data on membership and Annual Fund gifts. Create and generate tracking reports and mailing lists from Altru and in Excel.
- Develop and track metrics and success criteria for Membership programs and Annual Fund campaigns while continually assessing their effectiveness, and report on these regularly to the development and executive staffs.
- Train and supervise part-time Membership volunteers, as needed.
- Provide assistance as needed with other departmental projects, including exhibition openings and gala events.
- Manage the rental and exchange of the Museum's mailing list.
- Work with the Finance Office to reconcile income and expenses.

Skills:

- A minimum of three years prior experience working in Membership, preferably for a museum or cultural institution
- Bachelor's degree
- Strong writing, organizational, and inter-personal skills
- Excellent computer skills including proficiency with MS Office and extensive knowledge of fundraising database management. Altru database experience a plus.
- Experience working with vendors, including printers, mail-houses, graphic designers, and list brokers.
- Able to multi-task, in a fast paced environment, while meeting deadlines and working within a budget.
- Ability to meet revenue goals and grow a donor base.
- Ability to interact with Museum members, donors, staff, and trustees in a courteous, professional, and cheerful manner.
- Be a team player.

Please send resume with cover letter and salary requirements to the Museum of the City of New York, Attention: Human Resources Department, 1220 Fifth Avenue, New York, New York 10029 or email to jobs@mcny.org. To be considered, please include Membership and Annual Fund Manager within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of

employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.