

Manager, Membership

The Museum is seeking a Manager of Membership to act as an integral member of the institution's management team, the Manager of Membership is responsible for the conception, implementation, structuring and management of the Museum's membership program, targeting individual members up to \$1,000.

The Manager will write and produce compelling solicitation letters and Direct Mail pieces; cost-effectively manage membership renewal and acquisition campaigns, utilizing both mail and electronic media; assist in organizing membership special events including Member Evening Hours, Previews, and the Members' Appreciation Night; fulfill membership benefits; and develop and implement strategies for increasing membership retention and attracting new members, 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.

Roles and Responsibilities:

- Oversee the Individual Membership program; meeting annual revenue goals by managing a diverse outreach plan, including mail and electronic communications, digital marketing efforts, calls, member events, and on-site solicitations.
- Write and produce solicitation letters and Direct Mail pieces.
- Cost-effectively manage membership renewal and acquisition campaigns, utilizing both mail and electronic media.
- Assist in organizing membership special events including Member Evening Hours, Previews, and the Members' Appreciation Night.
- Fulfill membership benefits; and develop and implement strategies for increasing membership retention and attracting new members, including through on-site and online outlets.
- Organize and implement compelling print and digital marketing campaigns to attract new members, as well as renew current and lapsed ones
- Work closely with Design team to conceive and oversee the production of attractive solicitation materials, including mailings, e-blasts, brochures, and on-site promotional materials
- Work closely with the Marketing team to develop and implement creative and effective online membership acquisition 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.
- Act as team/department liaison for digital marketing efforts; oversee changes to Development facing aspects of the website; promotion of Development efforts and ways audience/donors can engage.
- 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 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 gifts.
- Create and generate tracking reports and mailing lists from Altru and in Excel.
- Develop and track metrics and success criteria for Membership programs 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.
- Coordinate with the Finance Office to reconcile income and expenses.
- Perform other job-related duties as assigned.

Working Environment/Physical requirements

While performing the essential functions of the job, the manager typically works in an office environment and uses a computer, telephone and other office equipment as needed to perform duties. On occasion the Manager may be required to attend evening and weekend events.

The employee is regularly required to sit, talk, or hear; frequently required to use repetitive hand motion, handle or feel, and to stand, walk, reach, bend or lift up to 20 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

A successful candidate will have:

- Bachelor's Degree required.
- A minimum of three years' experience working in Membership, preferably for a museum or cultural institution.
- 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.

BENEFITS

Excellent benefits package, including Medical, Dental and Vision, a defined benefit pension plan as well as a 401K savings plan.

HOW TO APPLY

Please email your resume and cover letter to the Human Resources Department at jobs@mcny.org. To be considered, please include **Manager, Membership** 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 or expression, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race (including traits historically associated with race, such as hair texture and style), religion (including attire, clothing or facial hair worn in accordance with religious requirements), sex (including pregnancy, childbirth or related medical conditions and transgender status), 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. The museum complies with applicable state and local law governing nondiscrimination in employment which prohibits discrimination and harassment against any employees, applicants for employment or interns, as well as contractors, subcontractors, vendors, consultants, other individuals providing services in the workplace or their employees in every location in which the museum has facilities.