

Membership Manager

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. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The Museum believes that traditional hiring practices have historically and systemically marginalized entire groups of people, including people of color, people of different socio-economic backgrounds, women, people with disabilities, people in the LGBTQ community, and veterans, to name a few. We strongly believe as an organization in deconstructing barriers and building a team that authentically represents the diverse communities and backgrounds of New York City. We strongly encourage applications from people with these identities or who are members of other marginalized groups.

The Membership Manager is an essential member of the Development team that is responsible for managing the Museum's membership portfolio. The Membership Manager will oversee and steward individual members up to \$1,000 and corporate members of all size; fulfill all membership benefits across the portfolio; spearhead annual renewal campaigns using a variety of communication methods; develop and implement strategies for increasing membership retention and attracting new members; and organize member engagement events.

Roles and Responsibilities:

Stewardship, Engagement, and Benefit Fulfillment

- Oversee the Individual Membership program, meeting annual revenue and retention goals; ensure delivery of membership benefits across individual groups.
- Manage the fulfillment of corporate member and Urban Design Council member benefits.
- Work with the Individual Giving team to assist in upgrading members to the Museum's patrons' program, the Starlight Circle.
- Lead the creation and execution of membership events and receptions, including but not limited to Member Appreciation Nights, select opening receptions, and corporate member events; consider opportunities for member engagement across the total suite of Museum events.

Acquisition and Marketing

- Collaborate on and implement effective online and offline marketing campaigns to attract new members, renew current members, and re-engage lapsed members, with a particular focus on increasing new members over the next 2-4 years
- Collaborate with internal and external partners to execute on digital acquisition strategies to drive membership; act as department liaison for digital marketing efforts
- Work cross-departmentally with Museum teams to promote membership on-site, including but not limited to the Museum Shop and Public Programming
- Partner with Design team to develop and produce online and offline solicitation materials

Analytics and Reporting

- Track success metrics of membership benefits and programs, using data to assess effectiveness and adoption and inform strategies
- Manage membership database

Writing and Communication

- Write compelling renewal letter copy and email solicitations
- Manage external mailing house partnership to ensure on-time and cost-effective mailings for renewals and acquisitions
- Create and send the Museum's member newsletters on a bi-monthly basis

Additional Responsibilities

- Manage the rental and exchange of the Museum's mailing list
- Train and supervise volunteers, as needed
- Assist in Development and Museum events as needed
- Perform other duties as assigned

Qualifications:

- A minimum of three years prior experience working in membership, marketing, client services/success, or sales development, preferably for a museum or cultural institution
- Bachelor's degree
- Ability to meet revenue goals, steward an existing donor base, and effectively increase members
- Commitment to diversity, equity, inclusion, and access principles in the workplace
- Proficiency with donor management systems and the types of data necessary to support constituent/client relations
- Strong interpersonal skills, courteous and professional demeanor
- Excellent communication skills, both written and verbal
- Attention to detail, strong analytical and critical thinking skills
- Enthusiastic collaborator and a team player
- Experience with Microsoft Office
- Experience working with vendors, including printers, mail-houses, graphic designers, and list brokers preferred
- Experience with Altru preferred
- Knowledge of current trends, patterns, and relationships in philanthropy and the arts and culture sector preferred
- An interest in digital marketing and/or frontline corporate or individual fundraising preferred

Benefits

The position offers a competitive benefits package including medical, dental, vision, FSA, HSA, life insurance, 401K and pension plan, short and long-term disability. Voluntary critical illness, accident insurance, legal services, pet insurance, and Employee Assistance Program. The Museum has a generous paid time off policy, including 12 sick days per year, vacation, and 12 holidays.

Your employment relationship with the Museum qualifies you for free or discounted admissions to other participating cultural institutions.

Working Conditions

While performing the essential functions of the job, the individual works a Monday-Friday with occasional weekend or evening work required. Administrative offices follow a Monday-Friday, 9-5 schedule with temporary ability for remote work two days a week. The Museum environment is fast-paced and in an open office plan setting. The individual must be available to attend and participate in on-site and off-site events and meetings as needed. Work is primarily onsite at the Museum, with the possibility of occasional remote work. The Museum environment is fast-paced and in an open office plan setting.

Physical Requirements

While performing the essential functions of the job, the employee is regularly required to remain stationary seated at a computer desk, with frequent use of repetitive motion and fine motor skills to keyboard. This position requires constant near visual acuity, including reading fine print and the use of a computer. The individual must have the ability to lift a minimum of 20 lbs., troubleshoot, and manage multiple projects with ease and calm. In accordance with applicable law, all employees must be fully vaccinated against COVID-19. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

HOW TO APPLY

Please email your resume and cover letter in pdf format to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Membership Manager** the subject line of your email. Please state the desired salary in the 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. The Museum is an AAP employer.