

Job Title: Membership and Development Manager
Reports to: Senior Director of Institutional Advancement
Job Status: Full time, benefits eligible.
Classification: Exempt

Job Summary

The Membership and Development Manager for The Health Museum has responsibility for select key components of the Museum's long-term strategy, for building relationships that encourage lifelong engagement with the Museum. This position support strategic fundraising events and management of a multilevel membership program.

This position has a specialized focus on cultivating individual donors through the execution of timely communications, implementation of associated benefits and development of member marketing materials and other outreach communications designed to attract new donors/members, engage, and retain current donors/members. This position requires maintaining organizational standards of the highest integrity including accuracy, following protocol guidelines, and donor confidentiality.

A portion of this position will focus on cold-calls and proactive outreach to secure face to face qualification visits, and ultimately recommend individual prospects for major gifts to other members of the team for solicitation at the appropriate gift levels.

Job Responsibilities

Membership:

- Lead the implementation of membership strategic plans to ensure achievement of annual growth in both revenue and number of member households.
- Maintain accurate membership records and databases. Monitor, report, and interpret membership sales and attendance on a daily, weekly, monthly, and quarterly basis, and communicate to appropriate staff.
- Collaborate with the Marketing team to develop and implement promotions that extend membership presence and visibility in the community which result in growth of the program.
- Draft the outline of a year-round membership marketing plan that incorporates advertising, mailers, promotions, renewals, events, and on-site sales for all segments of the membership audience and oversee its implementation.
- Oversee the development of all membership collateral, e-communications, and marketing materials and assist in the development of content for these communication tools.
- In collaboration with internal teams, manage all member events and proactively address customer service issues.
- Develop and deliver regular membership workshop and incentive programs. Work with Visitor Services to develop and identify appropriate offerings which help to

support and improve sales skills, customer service skills and other relevant competencies.

- Prepare and manage budget for membership to assure compliance with approved Advancement budget and established financial and accounting procedures.
- Record and update donor information in Altru and produce reports for membership and gifts in our member database.

Development:

- Works closely with Senior Director of Institutional Advancement for donor identification, cultivation, solicitation, and recognition for the Fellow's Circle program.
- Update and maintain Annual Donor Wall and online donor recognition.
- Creates a timeline for outreach implementation, for all levels for membership, that compliments the donor stewardship/retention strategy as an important part of the Advancement strategic plans.
- Co-develops fundraising and communications/engagement strategies with the Senior Director of Institutional Advancement and the Advancement team.
- Creates acknowledgments, receipts, and notifications to patrons on a timely basis. Responds to patron inquiries (by email and phone) in a prompt and courteous manner. Provides administrative support in the creation and distribution of constituency communications (electronic and print).
- Develop corporate membership program structure with the Senior Director of Advancement to focus on area for contributed revenue growth such as corporate contributions, partnerships, and sponsorships.
- Manage corporate benefits and benefits fulfillment.

Events:

- Assists in planning and executing annual Advancement events, including annual fundraising gala, Fellow's Circle donor events, and Member events.
- Supports the team on all member events and donor receptions with accurate contact information and donor history.
- Occasional evening or weekend activities required.

Programming:

- Occasional evening or weekend activities required for member, donor, fundraising, public program events.
- Develop and execute member and donor engagement and stewardship programs in both virtual and in-person to fulfill program benefits, occasionally working with Education team.
- Ability to take part in interviews and other media opportunities to further the Museum's mission, programs, exhibits, and fundraising efforts.

Qualifications

- BA/BS degree required and 3-5 years of fundraising experience.
- Has experience with advanced management with nonprofit database systems, spreadsheets, software, and web applications including Microsoft Office 365, Adobe Illustrator and Photoshop.
- Strong analytical and problem-solving skills with the ability to think creatively and strategically.
- Ability to work to a schedule of deliverables where requirements can change.
- Strong communication and interpersonal skills with the ability to convey clearly concepts and procedures.
- Ability to work independently while supporting the goals and initiatives of a collaborative fundraising team.
- Excellent time management skills with the ability to prioritize own workload under pressure.
- Ability to exercise judgment regarding highly confidential information related to our patrons.
- Documented success in personally implementing sophisticated cultivation strategies.
- Commitment to excellence and high standards.

Interested in learning more? Please send your resume and cover letter to us at: hr@thehealthmuseum.org.