



JOB ANNOUNCEMENT

Title:	Senior Membership Manager
Department:	Membership
Reports to:	Director of Development, Annual Giving and Membership
No. of Direct Reports:	One

POSITION SUMMARY:

The National Museum of Women in the Arts seeks a Senior Membership Manager to join its team during an exciting time of transition. The Senior Membership Manager is an integral part of the Development Team and will be responsible for launching a new member program prior to the museum's reopening. This person works collaboratively with the development team and colleagues throughout the museum to curate an excellent experience for NMWA's current and prospective supporters to prime them for deeper engagement.

A core responsibility for the position is to oversee strategy and implementation of direct response campaigns to convert, retain and upgrade members, onsite membership initiatives, member events, stewardship activities, recognition, and benefits fulfillment.

Candidates should embrace teamwork and building relationships across departments and in the NMWA community in support of the Museum's mission.

RESPONSIBILITIES:

Year One: Planning

- Oversee refresh of membership program, benefits, and offers utilizing results of comprehensive membership survey, audit, and audience interviews conducted over the summer of 2022
- Develop membership reopening cultivation and fundraising activities and events, including setting reopening year event schedule in collaboration with programmatic departments (curators, educators, and public programs)
- Collaborate with the Manager of Database and Reporting and other colleagues on implementation of Tessitura CRM in anticipation of reopening, including ticketing offers to gain new members
- Work closely with Visitor Services and Communications and Marketing teams to ensure proper procedures and marketing collateral are in place for on-site sales and front-line staff is aware of member programs and communications

Fundraising and Member Services

- Meet or exceed annual fundraising targets set for the membership program through multi-channel fundraising efforts to acquire, renew, steward and upgrade NMWA members up to and including \$1,000 Donor Circle members
- Attract and grow new audiences, cultivate members through engaging virtual and in person events, non-fundraising communications, onsite strategies, and excellent stewardship
- Support the museum's commitment to diversity, equity, accessibility, and inclusion (DEAI), e.g.

serve on working staff groups, participate in staff training, field and accommodate members' accessibility requests, and apply DEAI best practices to programs, and resources for online and in-person events

- Manage the Development Assistant, Donor Relations, and Membership interns
- Collaborate with membership colleagues and fundraising consultants in the planning, development, execution, expansion, and evaluation of all integrated direct marketing campaigns (direct mail, phone, email, social, and website), including acquisition, appeal, renewal, reinstatement, and upgrade campaigns for members and donors
- Oversee and regularly evaluate member services and refresh copy and design of membership collateral, including welcome packets, acknowledgments, response language for member FAQs, internal systems and policies related to the fulfillment of member benefits and customer service for members
- Evaluate and manage agencies, vendors, and consultants to ensure excellent service is delivered— includes seeking required competitive bids and producing periodic RFPs for large contracts
- Collaborate with Manager of Email Fundraising and Engagement to coordinate a strategic plan for member/prospect communications via email, web, social media, and other digital platforms
- Focus on identifying successful audiences, techniques, and messages to maximize upgrading efforts, capitalize on the membership file capacity, and increase the overall productivity
- Provide regular written reports and commentary to management
- Convey NMWA's membership value proposition through excellent written and oral communications
- Promote a supporter-centered culture within the development department and throughout the museum

Data, Analytics and Reporting

- Collaborate with the Manager of Database and Reporting and other colleagues to ensure data accuracy for direct response campaigns, accuracy of member records, and excellent member services
- Build dashboards to identify and track key program metrics to spot trends and make data informed decisions
- Serve as back up for in-house membership gift processing during high-volume times

Departmental Operations

- Create and manage membership department budget and expense tracking
- Other duties as assigned

QUALIFICATIONS:

This position requires a Bachelor's degree and at least five years' experience in direct marketing, preferably in the museum or arts space. The successful candidate will demonstrate the following skills/experience:

- Demonstrated fundraising experience organizing campaigns that meet or exceed goals
- Experience with and passion for creating engaging online and in person events
- Strong interpersonal skills and verbal/written communication skills with the ability to tailor messaging and level of detail for different audiences
- Project management experience with excellent attention to detail and adherence to deadlines
- Friendly, enthusiastic, collaborative, and diplomatic relationship builder
- Experience with The Raiser's Edge or similar CRM's, PCs, Microsoft Office & web-based communication platforms; Tessitura preferred.
- Ability to work occasional weekend/evening hours (typically more than one weekend or one evening per month and more often during major exhibition openings or the annual gala).

- Strong interest in arts and/or equity advocacy

If much of this job description describes you, then you are highly encouraged to apply for this role, even if you don't meet 100% of the qualifications. We recognize that it is highly unlikely for an applicant to meet 100% of the qualifications for a given role, and that every candidate brings unique experience and qualifications to a role. We are excited to meet you!

SALARY:

The minimum salary for this position is \$75,000 annually and includes a benefits package.

Please submit applications by emailing cover letter and résumé to HR@nmwa.org. The National Museum of Women in the Arts is an equal opportunity employer. To request reasonable accommodations in the application or hiring process, please notify NMWA's Human Resources department at HR@nmwa.org.

To comply with tax and legal obligations, all candidates must reside in Maryland, DC, or Virginia. While there may be flexibility for remote/hybrid work environments, candidates must be residents of MD, DC, or VA or relocate prior to the start of employment at NMWA. Candidates must be legally eligible to work in the U.S. for NMWA, without visa sponsorship by NMWA.

The National Museum of Women in the Arts (NMWA) is the first major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.