CROCKER
art museum

POSITION DESCRIPTION

TITLE: Membership Manager

DEPARTMENT: Development

SUPERVISOR: Director of Institutional Advancement

EMPLOYMENT STATUS: Exempt

EMPLOYMENT TYPE: Regular/Full-Time

HIRING RANGE (for job posting only): $70,500 – $72,500 annually

PRIMARY OBJECTIVE:

The Crocker Art Museum is dedicated to promoting an awareness of and enthusiasm for human experience through art. We measure our success by our ability to enrich the intellectual and cultural life of the communities we serve.

The Membership Manager position helps fulfill this by planning, implementing, and evaluating the acquisition and retention of Museum members through appeals and stewardship events; providing advance administrative database support; and daily supervision of the Membership team to ensure an excellent level of customer service is provided for our members, donors, and visitors

DUTIES AND RESPONSIBILITIES:

Specific duties include, but are not limited to, the following:

- Develop and implement strategies and tactics to acquire new Museum members and retain existing members through direct mail, digital, and social campaigns.
- Manage the annual membership budget, including revenue goal setting and expense planning, monitor progress to assure financial objectives are met, and regularly report on key performance metrics.
- Work collaboratively across departments, including Marketing, Visitor Services, Education, and Curatorial to create a membership acquisition and retention program that is creative and efficient.
- Oversee the general membership stewardship and benefit program in order to attract and retain members. Ensure prompt and professional fulfillment of benefits.
- Supervise a small Membership team to ensure accurate and timely data entry is completed and excellent customer service is provided at all times.

- Serve as system administrator for the Museum's donor database (Tessitura). Establish systems and protocols for maintaining database integrity. Train staff in database use and function.
- Produce special reports, lists, and exports.
- Support the data entry needs of the team as needed.
- Other duties as assigned.

INSTITUTIONAL RESPONSIBILITIES:

- Support the Museum's mission, vision, values, strategic plan and DEAI initiatives.
- Commit to a positive organizational culture based on mutual respect, cooperation, and openness to other's perspectives.

FISCAL RESPONSIBILITIES:

- Utilize Crocker resources wisely.
- Assist in creating and maintaining the membership fiscal year revenue and expense budgets.
- Adhere to PCI standards when processing customer payment transactions.

MANAGERIAL RESPONSIBILITIES:

This position will lead a team of three full-time direct reports: two Membership Associates and one Membership Assistant.

SKILLS AND EXPERIENCE:

- Combination of education and work experience demonstrating a broad knowledge of the development field, its best practices, code of ethics, and systems for maintaining positive relationships with donors.
- Minimum of three to five years proven track record in nonprofit fundraising in relevant areas such as membership, donor relations, or database management.
- Comprehensive experience utilizing fundraising databases including data entry, as well as advanced data reporting and analysis. Experience with Tessitura is preferred.
- Management experience in hiring and supervising employees.
- Proven ability to handle confidential information with discretion and diplomacy.
- Expertise in Microsoft Office Suite, Windows, and basic PC usage, with advanced proficiency in Excel and Word merges.
- Ability to communicate clearly and effectively with members, visitors, volunteers, vendors, etc. in verbal and written form.
- Excellent interpersonal and customer service skills.
- Intellectual curiosity and problem-solving ability.
- Ability to manage multiple priorities in a collaborative environment.
- Strong project planning and tracking skills.
- Demonstrated ability to work effectively in teams and across departments.

PHYSICAL REQUIREMENTS:

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand and walk; sit for long periods of time; use hands and fingers to handle or feel; reach with hands and arms. The employee must occasionally lift and/or move up to 25 lbs.

WORK ENVIRONMENT:

- This role will operate in a public setting (Museum) and may have interactions with the public.
- While performing the duties of this position, the employee may be exposed to normal to moderate noise levels, such as those found in a standard office environment, including background office equipment, telephone communications, and light traffic.

EQUAL OPPORTUNITY EMPLOYER:

Crocker Art Museum strives to comply with all applicable laws prohibiting discrimination, and is an equal opportunity employer. The Museum makes employment decisions on the basis of merit and business need in order to have the best available person in each job. The Museum has a "zero-tolerance" policy prohibiting discrimination based on race, color, religious creed, gender, genetic characteristics, religion, marital status, age, national origin or ancestry, physical or mental disability, medical condition, sexual orientation, or any other made unlawful by federal, state or local laws. Any such discrimination is prohibited.

WORK SCHEDULE (for job posting only):

- Occasional weekend and evening work required.