



## **Assistant Director of Membership Job Description**

### **Position Summary:**

This position is responsible for the strategic direction and management of all membership initiatives. This role will oversee day-to-day operations of membership, overseeing the acquisition, growth, and stewardship of the membership program, and executes all aspects of member events in coordination with the staff.

### **Principal Duties and Responsibilities:**

- Develop and implement a comprehensive membership plan including prospecting and direct mail campaign, as well as digital conversion and community presence, articulating the value and benefits of membership.
- Play a lead role in growing membership and increasing member engagement, as well as identifying and cultivating prospective members for upgrade opportunities through direct mail as well as via personal ask.
- Maintain a positive presence at Museum activities and actively promote membership.
- Develop and manage an annual schedule of membership events.
- Manages member prospecting, research and analysis.
- Develops a budget, forecasts and reports.
- Ensures high-quality records management and customer service for existing and potential members.
- Coordinate with staff to enhance membership opportunities through online platforms such as social media, website and e-communications.
- Answer questions, provide research, fulfill website requests, and manage any specific needs of members.
- Partner with other Museum staff to foster a customer service culture.
- Serve as the project manager for the production of membership collateral pieces such as brochures, website information, e-communications, surveys, renewals, etc.
- Direct the Museum's Affinity Group membership programs and work closely with volunteers in charge or/and the Committee on a strategy for cultivation of new members and the effective stewardship of our existing base including the creation of special members-only events and recognition opportunities.

### **Education and Experience Requirements:**

- Bachelor's degree minimum.
- Minimum three years of successful membership development experience in a non-profit setting, preferably a museum.



**Skills and Knowledge Requirements:**

- Excellent member/donor relations skills
- Database management experience required.
- Excellent verbal and written communication skills; confidence in communicating across a wide variety of platforms, including telephonic, online, written and in-person solicitations and presentations.
- Excellent interpersonal ability to collaborate effectively with Museum constituencies and staff.
- Ability to function in a collaborative team-oriented field.
- Proven organizational skills; ability to schedule and complete multiple short-term and long-term tasks and meet various deadlines.
- Some evening and weekend work required.
- Computer skills (Microsoft Office Word, Excel, Altru (Blackbaud), MailChimp, Paperless Post)

**Reports to: Senior Director of Development**

**Directs: Volunteers**

**Compensation:** This is a salaried, exempt position, with an anticipated hiring range of \$55,000-\$65,000 commensurate with skills and experience. Benefits include medical, dental and vision benefits options, paid time off, and a 401(K) retirement plan with matching employer contributions.

Interested candidates should submit a cover letter and resume at [jobs@hnh.org](mailto:jobs@hnh.org).