

Position: Membership and Visitor Services Director

Organization: The Huntington Library, Art Museum and Botanical Gardens

Salary Range: \$123,000- \$135,000; commensurate with experience

About the Role

The Membership and Visitor Services Director works as part of a team of development officers and other personnel responsible for the comprehensive fundraising efforts at The Huntington. This senior level position is responsible for the strategic management and operation of the Membership and Visitor Services departments, which respectively generate over \$17 million annually (\$8 million and \$9 million respectively), and the Group Sales and Tours department which generates over \$250,000 annually. The Membership program has 50,000 active households with approximately 15,000 at higher levels. Memberships cost between \$159 and \$1,500 annually.

The Director manages 8 FTEs and supports the supervision of 30 Visitor Services and Reception staff. S/he/they also collaborates with the Society of Fellows annual giving program, which starts at \$2,500, to create a seamless method for donors to move up as appropriate. They also works broadly with the other Advancement staff to coordinate and strengthen donor participation at all levels. This position serves as a member of the Advancement Directors group, also attends the Governors Advancement Committee and quarterly Board of Governors meetings.

S/he/they will demonstrate a background of working directly with people from diverse racial, ethnic, geographic and socioeconomic backgrounds, using a welcoming, inclusive, and accessible approach.

Essential Duties

Membership

- Works with Vice President for Advancement to establish and implement strategies to meet the annual membership goals.
- Creates and manages the production of acquisition, renewal, upgrade, and re-acquisition direct mail and email campaigns.
- Oversees and defines creative elements, promotion strategies, budgeting, and revenue goals with the Vice President for Advancement.
- In collaboration with Membership staff, the Director develops and oversees a wide range of programming exclusive to existing Members that emphasizes links to Huntington collections and programs.
- Designs and implements multi-channel tactics for Membership marketing strategy.
- Works with the staff to leverage and adapt fundraising collateral for use in offline and online marketing programs.
- Investigates and recommends new/enhanced technologies and techniques.
- Works with the Membership staff to design and supervise the implementation of renewal and upgrade strategies.
- Investigates and executes non-traditional acquisition, retention, upgrade, and stewardship tactics to increase revenue and number of Members. Projects include but not limited to special digital offers, local-area collaborations with businesses and other organizations, and niche-marketing promotions.
- Introduces other revenue-generating opportunities as needed.
- Develops an annual Members benefit schedule, oversees successful implementation of all member-related special events, including select public events which serve the Members.
- Prepares analysis and reports, which track and measure the financial performance of the Membership program.
- Assists other Advancement fundraisers with identification and solicitations of Members with a goal of increased annual support and enhanced giving to the Society of Fellows.
- Works with the Advancement fundraisers on the identification of prospecting upper-level Members.

- Works with Communication on the Membership presence in print and online web communications. This includes submissions for the e-newsletter, periodic Members' cameos, and maintaining content on the Membership web pages.

Visitor Services

- The Director is responsible for all aspects of customer services related to the Visitor experience including admissions, ticketing, and information services, tour services, programs, internal information, signage, and complaint response; departmental budget planning and control; management of visitor generated revenue.
- Oversees the management of daily operations including the communication to all key internal parties; information regarding admission discounts and collaborations, staff schedules, cash management, general admission policies, and other relevant details important to servicing daily visitors.
- Maintain records of visitor revenue and visitation, and prepare reports related to this information for key internal parties.
- Work across departments to enhance audience development and create greater access to the public.
- Responsible for all operational aspects of the Visitor Services Department including supplies, materials, and equipment maintenance; recruitment, training and supervision of the Visitor Services staff.

Candidate Requirements and Experience

- This position requires outstanding interpersonal and communication (verbal and written) skills, the ability to work on multiple projects simultaneously, and superior organizational and supervisory abilities.
- Must have proven success working under pressure to meet deadlines and must also thrive within a collaborative, team-oriented, fast-paced environment.
- Must be diplomatic in dealing with donors, volunteers, staff, scholars, and visitors.
- Must also have experience in planning, coordinating and evaluating programs.
- Knowledge of membership service programs, customer relations, direct mail programs and annual appeals is highly desirable as well as knowledge of marketing principles and emerging fundraising techniques.
- Must possess strong analytical and critical thinking skills.
- Must be proficient in the latest versions of Microsoft Office Suite.
- Must have working knowledge of Raiser's Edge and Raiser's Edge NXT, or other equivalent CRM software.
- Bachelor's degree is required.

Preferred

- Any combination of skills and experience that provides the knowledge, skills, and abilities necessary for satisfactory job performance. Typically a minimum of 5-7 years of experience in a fundraising setting with emphasis on program planning, annual giving, membership, or other related function.
- Prior experience in face-to-face client interaction is preferred.
- Non-profit or museum experience preferred.
- Freshdesk experience preferred.
- Ticketure experience preferred.
- Mailchimp experience preferred.

The Perks

We provide competitive compensation, generous benefits and perks for all eligible employees including:

- Medical, Dental, Vision
- 403(b) basic retirement plan and optional matching retirement plan with an outstanding employer match
- Hybrid remote work schedule available for applicable positions
- Considerable paid time off, including annual leave, sick leave, and holidays

- Commuter benefits (pre-tax income for mass transit expenses and free parking)
- Discounts for staff in The Huntington Store and restaurants
- Access to the Museums Council pass, which grants free admission to various museums and cultural institutions
- Free passes each month to welcome family and friends to visit the grounds

The Application Process

Visit us at <https://www.huntington.org/employment> to apply directly!

Please submit a cover letter and CV/resume as a single PDF attachment.

You will have the opportunity to submit additional documents on the “My Experience” section of the application