



BISHOP MUSEUM

Job Title	<i>Membership and Annual Giving Manager</i>	
Reports To	<i>Vice President, Institutional Advancement</i>	
Work Schedule	<i>M-F, 8 am – 5 pm, some evening and weekends required</i>	
Job Type	<i>Exempt-salaried position</i>	
NAISC Code	712110-Museum Industry	
EEO Job Category	<ul style="list-style-type: none"> ▪ Executive/Senior Level Manager ✓ First/Mid-Level Manager ▪ Professional ▪ Technician ▪ Sales Worker 	<ul style="list-style-type: none"> ▪ Administrative Support ▪ Craft Worker ▪ Operatives ▪ Laborer & Helper ▪ Service Worker

Job Purpose

The Membership and Annual Giving Manager is a key member of the Institutional Advancement team, overseeing the Museum’s membership and annual giving programs with an emphasis on growth and expanding member/donor engagement as a part of a comprehensive fundraising program. For both programs, this includes cultivating and acquiring new members and donors while stewarding, retaining, and upgrading current members and donors. S/he provides strategic oversight to the Museum’s membership program of 8,000+ members and manages the day-to-day implementation of all acquisition, retention, and cultivation initiatives for members, including member events, communications, renewals, benefits, collateral, and acquisition/upgrade/reactivation campaigns. In addition, s/he is responsible for the creation and execution of the Museum’s annual fund program for lower and mid-level donors, including the management of regular annual fund appeals, donor communications, acknowledgements, and collateral, with a special emphasis on expanding the Museum’s mid-level member/donor constituency. S/he possesses a strong writing ability for annual giving and membership appeals and promotions, and coordinates the meetings and activities of the Bishop Museum Association Council. The Membership Manager is energetic, thoughtful, and highly personable in nature and values exceptional service, quality work, and personal relationships. He/she supervises the Membership Associate to ensure accurate and timely fulfillment of membership processing, acknowledgements, and member requests.

Duties and Responsibilities

- Oversees the development and strategic direction for the growth of the Museum’s membership program; implements best strategies in stewardship, renewal and upgrading of current members, acquiring new members and visitor conversion, and increasing annual fund gifts from members.
- Oversees strategic execution and management of a comprehensive annual giving program, including the coordination and oversight of regular annual fund appeals, donor relations initiatives, communications, and acquisition/reactivation/upgrade campaigns.

- Manage portfolio of 300+ members at the Benefactor and Visionary levels.
- Develops and directs strategies driving integrated mail, on-line and telephone campaigns to acquire, upgrade, and renew members and donors. Coordinates monthly membership renewal program (direct mail, email) in accordance with monthly mailing schedule. Drafts letter copy for different audience segments, pulls and customizes mailing lists and variable data, and works with print vendor to ensure quality and timely drop of each mailing. Maintains schedule of solicitations and cultivations.
- Evaluates effectiveness of current membership program services, benefits, and policies, relating to retention and acquisition of members on a regular basis. Recommends, designs, and implements changes to improve effectiveness and efficiency.
 - Serves as primary representative of the Museum's membership program on a daily basis, and at all membership events, including exhibition openings, museum programs, and members-only events. Together with the Membership Coordinator, fields membership inquiries, manages event reservations, and coordinates email correspondence.
- Partners with others across the Museum to implement promotions, partnerships, and communications that promote membership experience and enhance visitor conversion. Coordinate graphic design of annual giving and membership collateral, signage, and other materials; support the museum's online presence for members via social media (from the membership perspective); and manage Membership pages on museum website, including all web portals related to membership giving.
 - Generates reports to measure results of membership and annual fund campaigns, and overall member and donor retention and growth. Monitors progress towards revenue goals and provides regular reports.
 - Supervises Membership Coordinator in membership data entry and fulfillment (membership acknowledgements and member cards). Assists with gift and acknowledgement processes when volume of gifts requires it.
 - Fosters the growth of best practices in gift processing, data management and member/donor relations.
 - Together with the Special Events Coordinator, plans and executes membership events, including Member Previews, Behind-the-Scenes Tours, and other member events.
 - Serves as primary liaison to the Bishop Museum Association Council (BMAC) and provides direction and support for their meetings, events, and initiatives.
 - Drafts member and donor correspondence and acknowledgement letters.
 - Performs other duties as needed, including coordinating/staffing select donor events as part of the Institutional Advancement team.

Qualifications

- Bachelor's Degree required.
- Minimum three years' experience in a non-profit membership or development program required; experience with multi-channel direct marketing campaigns preferred.
- Strong experience with databases. Altru, Raiser's Edge or similar highly preferred.
- Strong analytical and report writing skills.
- Strong communication skills.
- Highly organized and detail-oriented, excellent time management skills with ability to meet deadlines. Accuracy and timeliness essential.
- Ability to manage multiple projects and tasks simultaneously.
- Ability to interact with people of all levels and backgrounds.
- Demonstrated proficiency in MS Office, prefer knowledge of Adobe Creative Suite
- Demonstrated ability to manage multiple tasks and maintain composure under time constraints.
- Proven ability to work both independently and collaboratively to achieve departmental goals
- Exceptional interpersonal skills; warm and pleasant demeanor

Other Requirements

- Flexibility in working hours, as some evening and weekend work is required.
- Must have own car with proof of insurance and valid Hawai'i Driver's License
- Professional, business-like appearance
- Good Attendance
- Detail-oriented
- Familiarity with Hawaiian or Pacific culture and history a plus

Direct Reports

Membership Coordinator

Working Conditions

Typical office environment. Occasional evening events which requires working outdoors.

Physical Requirements

Ability to stand and walk for extended periods of time.

Only applications received via or online application portal will be contacted for and interview. Please apply for this position at <https://www.hrsymphony.com/hrs/apply/731/C2PH>

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EEO AA/M/F/Veteran/Disability