



Memphis Brooks Museum of Art
1934 Poplar Avenue | Memphis, TN 38104

Development Communications Manager

Reports to: Chief Development Officer

Status: Full time, Exempt

The Development Communications Manager will create and implement a multichannel member communications strategy that maximizes revenue and deepens member engagement. The Manager also serves as the principal writer and project manager for all donor communications which support the museum's annual fundraising priorities and multi-year fundraising campaigns. This position will report to the Chief Development Officer and will work in close collaboration with the Chief Revenue Officer and Marketing Manager.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Develop and implement a donor and member communications plan in conjunction with the Chief Development Officer and Chief Revenue Officer.
- Write compelling, persuasive fundraising materials that support the museum's strategic plan, inspire donors and engage key stakeholders.
- Ensure consistency regarding donor and member communications, evolution of museum branding, and the promotion of individual programs to the targeted audiences.
- Develop source materials for communications assets from various museum departments and work with subject matter experts in those departments to review communications for accuracy.
- Provide editing and guidance to colleagues, in support of donor cultivation, solicitation, and stewardship activities.
- Create fundraising pitch decks/cases and other visual collateral communicating the value proposition of the museum to all donors including individuals, corporations, and foundations.
- Create templates and usage guidelines for a range of correspondence to be used by others across the department, including acknowledgment letters, congratulations letters, condolence letters, acquisition and renewal letters, and other turnkey writing projects.
- Produce integrated donor and member marketing efforts that assist in achieving museum goals as outlined in the strategic plan related to recruitment of donors, members, and engagement with key stakeholders.

- Utilize data and new technologies to best serve museum members and donors.
- Perform other duties as assigned.

Qualifications and Requirements:

- Strong copywriting and editing skills
- At least three to five years professional experience in development or sales, business or technical writing, journalism, communications or a related field
- Creative and strategic communicator who can deliver compelling messages to multiple audiences via many channels
- Highly organized project manager, excel at leading cross-departmental collaborations, and use a data-driven approach to analyze and refine strategies
- Knowledge of digital marketing including social media
- Genuine interest in the visual arts
- Familiarity with Canva, Raiser’s Edge, Adobe Acrobat, and Photoshop is an advantage

Salary: \$55,000 - \$65,000. Salary is contingent on experience and ability.

Benefits: (i) A cafeteria plan that includes optional health, dental, vision, additional life insurance and supplemental policies, and a flexible spending account. The museum contributes toward the employee portion of premiums related to your choice of benefit options. (ii) A 401(k) retirement plan. The museum matches up to 4% of your salary annually. (iii) Employment category, combined with years of service to the museum, determines the amount of time off (OPTO) that each employee receives in addition to regular paid holidays.

APPLICATION PROCESS: Qualified applicants please send your resume and cover letter, including salary expectations, to development@brooksmuseum.org. Indicate the job title “Development Communications Manager” in the subject line. The Memphis Brooks Museum of art is an equal opportunity employer.

Not sure you meet 100% of our qualifications? Recent studies show that men apply for jobs when they meet an average of 60% of the criteria, yet women and other people who are systematically marginalized tend to only apply if they meet every requirement. If you believe that you could excel in this role, we encourage you to apply. We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds.

The Memphis Brooks Museum of Art is an Equal Opportunity Employer and will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age, sexual orientation, disability or veteran status.