



OPPORTUNITY: Development Officer - SEEKING AN ENERGETIC, DEVELOPMENT PROFESSIONAL, WHO IS CREATIVE AND PASSIONATE for this globally recognized American Alliance of Museums accredited and Smithsonian Institution Affiliate. Join this dynamic institution's Development Team where you can grow and make a difference.

To apply, please send your resume and cover letter (addressing your strengths and why you want to work at the Museum) to Beverly Taketa Sakauye, Chief Development Officer at bsakauye@civilrightsmuseum.org.

ORGANIZATION MISSION

The National Civil Rights Museum, located at the historic Lorraine Motel, honors, and preserves the legacy of Dr. Martin Luther King. We chronicle the American civil rights movement and tell the story of the ongoing struggle for human rights. We educate and serve as a catalyst to inspire action to create positive social change.

POSITION SUMMARY

Within the framework of the NCRM Strategic Goals, the Development Officer will work with the CDO to create, build, and sustain diverse individual relationships in TN and beyond with the goal of sustaining the NCRM in the present and future. The Officer will utilize diverse fundraising practices and techniques in the execution of the annual solicitation, engagement, retention and acquisition of individual members and donors, overseeing the quarterly Development newsletter, writing promotional pieces for Development, and support of all Development initiatives. The Officer is responsible for planning and achieving new strategic initiatives to expand the donor base and contributed revenue.

JOB RESPONSIBILITIES

- Responsible for meeting assigned fundraising goals.
- Responsible for working with the Development Team and cross-departmentally within NCRM to implement giving campaigns and programs, especially utilizing Marketing expertise.
- Annual Fund: Responsible for the development and execution of giving campaigns, the timeline, Development budget lines (revenue and expenses) under that umbrella. Track annual revenue growth and attrition –
 - Giving Tuesday, Year End Campaign, and other anniversary campaigns as may be created.
 - Strategies to steward new donors and retain current donors, especially with an eye toward years of support.
 - Growing and nurturing Champions for Justice, monthly recurring donors.
 - Growing \$500 - \$1,000 individual donors.
 - Engage Commemorative Brick Donors, working with the Development Associate.
- Membership: Responsible for the development and execution of the membership campaign, the timeline, utilizing multiple fundraising vehicles, and Development budget line (revenue and expenses).
 - Ensure NCRM compliance of member benefits – including member programs (two to four per year with Interpretation, Collections & Education Department), North American Reciprocal Membership.

- Grow memberships by developing and implementing multiple strategies, some of which incorporate frontline staff.
- Develop and execute strategies to renew, upgrade and acquire members.
- Ensure a robust membership program, continually monitoring member satisfaction and benefits.
- Development events: Responsible for but not limited to Yearend Holiday Thank You Party, membership programs, member/donor events (e.g., Brunch with the NCRM President). Develop and track event budgets.
- Stewardship:
 - Place thank you calls.
 - Monitor effectiveness of strategies; modify where needed throughout the year.
- Freedom Award, the NCRM signature fundraising event – responsible for individual patrons. Support Development Team’s efforts.
 - Track
 - Ensure compliance of patron benefits
- Raisers Edge NXT:
 - Reconcile weekly/monthly Annual Fund and Membership revenue and expenses with Finance Department for accuracy.
 - Run weekly detail reports for the Team – donor, current gift/date/amount, last gift. Lapsed donor capture.
 - Maximize use of NXT for all campaigns.
- Development Newsletter:
 - Manage calendar for quarterly newsletter.
 - Manage content.
 - Oversee and edit newsletter – working with outside contractor, and related departments.
 - Provide mail/electronic lists for distribution.
- Interact with the public in a friendly, courteous, and supportive manner.
- Participates in cross-functional projects.
- Be an advocate for the National Civil Rights Museum.

OTHER FUNCTIONS

Performs additional functions (essential or otherwise), which may be assigned from time-to-time. This position will periodically require a 40+ hour workweek that include weekends, nights, and holidays to accommodate Museum programming and utilization.

TYPICAL PHYSICAL / SOCIAL REQUIREMENTS:

- Must be able to work in a fast-paced environment and be flexible.
- Must have sufficient mobility to perform duties throughout the museum and at various museum-related functions.
- Requires strong written and verbal communication skills and be comfortable with interacting with donors and the general public. Requires critical thinking and the ability to be decisive.
- While most work is performed inside some outdoor work is required during various museum-related functions.

MINIMUM QUALIFICATIONS



AT THE LORRAINE MOTEL

- Bachelor's degree.
- Experience in a museum setting or not-for-profit organization.
- Outstanding persuasive written and oral communication skills, as well as interpersonal and organizational skills.
- Must demonstrate initiative and creative thinking.
- Demonstrated ability to digest large amounts of data and communicate that information succinctly.
- Attention to detail and follow through essential.
- Ability to sustain workloads over extended periods during special campaigns and other situations.
- Ability to exercise judgment consistent with and supportive of Museum goals, as well as demonstrated ability to cope with pressure.
- Experience in working with designers and printers in the production of promotional materials.
- Proficient in Microsoft suite of software and quick learner of additional software packages.
- Must have experience using Raisers Edge or similar donor database system – minimally must know how to execute queries and reports.
- Requires excellent administrative, organizational, planning, budgeting, and interpersonal skills.
- Must be able to work collaboratively with fellow managers and NCRM partners.
- Must possess a valid State Drivers' License.