

THE WESTMORELAND MUSEUM of AMERICAN ART

The Westmoreland Museum of American Art is at an exciting moment in its organizational growth and looking for an enthusiastic fundraising professional to take the Museum's individual giving efforts to the next level as the **Individual Giving Manager**.

An American Alliance of Museum Accredited institution, The Westmoreland was established in 1959 through a generous bequest from Mary Marchand Woods, a long-time Greensburg resident who wanted her community to have an important cultural institution. Over the past 60 years, The Westmoreland has built a permanent collection of significant American art from colonial to contemporary, with a special focus on paintings relating to southwestern Pennsylvania within the context of the national American art scene.

Today, The Westmoreland Museum of American Art has a new mission and strategic plan that centers on Diversity, Equity, Access and Inclusion. In November 2018, The Westmoreland eliminated its suggested donation fee as part of our Free Admission for All initiative ensuring that our collections and exhibitions are truly accessible to all. Through new acquisitions, a robust temporary exhibition program, community partnerships, public program offerings, an Artist-in-Residency program, visitor studies, and an intentional internal culture, the Museum works to fulfill our mission "to offer a place to share compelling and meaningful cultural experiences that open the door to new ideas, perspectives and possibilities" that it is truly accessible and equitable for all.

The **Individual Giving Manager**, reporting to the Director of Advancement, will be responsible for the development and execution of a comprehensive donor and membership program to increase individual contributed support. They will be extremely organized and will manage all aspects of the giving process, including the strategy for donor/prospect acquisition through broad based appeals that generate significant revenue. The ideal candidate will be a very good writer and have excellent communication and project management skills, and have a full understanding of how to leverage relationships, special events and other systems (database, communications, website, etc.) to develop and engage a community of supporters.

The Individual Giving Manager will also oversee membership outreach and renewals and acquisition. They will manage internal systems related to key individual asks, including maintaining records of contact, developing and integrating key fundraising messages within fundraising collateral, supervising prospect strategies and timelines, coordinating deliverables, ensuring a robust stewardship tracking process and participating in revenue projection and budgeting based on known and potential opportunities.

ESSENTIAL FUNCTIONS:

- In collaboration with the Director of Advancement, provide vision and leadership for all aspects of The Westmoreland's individual giving and membership programs including a comprehensive strategy targeting long and short-term giving goals;

- Develop an annual giving strategy and project plan that includes proposed annual budget recommendations, monitoring and reporting plans and key benchmarks and dates;
- Plan, implement and manage a comprehensive direct mail program and online giving strategy that includes a calendar outlining the proposed campaign activity, expected return on investment and reporting expectations;
- Establish and maintain a highly engaging individual donor cultivation and gift stewardship program to identify and increase new donors and to increase giving levels of existing donors;
- Develop the appropriate print materials (brochures, promotional materials, appeals and online content) in collaboration with the marketing team to support every aspect of the individual giving and membership plan;
- Complete prospective donor research and briefing materials for donor calls, schedule meetings and visits with CEO and Director of Advancement, and manage all correspondence and reporting to prospects and donors;
- In consultation with the Membership and Development Coordinator, execute a cultivation tracking plan using Salsa CRM, identify effective segmentation and establish processes to improve data integrity and to track and analyze fundraising results;
- Develop strategies for incorporating planned giving opportunities into the individual giving program;
- Other duties as assigned.

MINIMUM QUALIFICATIONS:

1. Bachelor's degree and at least 3 years of experience with donor identification, project-management, relationship-building, and fundraising experience, particularly with non-profit/community-based organizations.
2. Experience running a successful annual campaign, cultivating and closing individual gifts, developing donor strategies and stewarding donors.
3. Ability to work and communicate with a wide range of internal and external constituents.
4. Outstanding written and verbal skills.
5. Ability to function in a fast-paced, high volume, multi-faceted, results-oriented work environment and to analyze issues, identify priorities, manage projects and make decisions expeditiously.
6. Understanding of donor cultivation management and effective fundraising pipeline development.
7. Experience with research tools and developing donor research profiles.
8. Working knowledge of fundraising CRM software; experience with Salsa preferred.

Salary Range is \$42,000 to \$46,000. The Westmoreland offers a competitive benefits package.

Employment offers are contingent upon satisfactory verification FBI fingerprint, PA Child Abuse (Act 33) and PA Criminal (Act 34) Clearances.

The Museum is committed to creating a diverse work environment and is proud to be an equal opportunity employer. The Museum does not discriminate on the basis of race, color, religion, creed, sex, national origin, age, physical or mental disability, marital status, veteran status, gender identity or expression, or any other category protected under applicable federal, state, or local law. We encourage individuals of all backgrounds to apply.