**Position Summary**

The Senior Manager of Membership and Development is responsible for the strategic execution of effective giving programs and increasing individual giving through the Art Center membership program. This position focuses on the strategic initiatives of membership acquisition, retention, and cultivation, with some tasks related to renewals, gifts, and database management.

**Reporting Relationship**

This position reports to the Director of Development.

The Senior Manager of Membership and Development will serve as the staff liaison for member advisory groups Art Noir and Print Club and will work closely with the Director of Development, Director of External Affairs, Digital Media Manager, and the Events team to ensure that all events and initiatives are executed in accordance with the Art Center’s priorities. These initiatives will be informed by feedback from the member advisory groups as it pertains to their specific interests.

**Essential Functions**

* With the Director of Development, helps develop and executes membership acquisition and retention strategies as part of an annual membership plan. This includes, but is not limited to the following:
	+ invest in the community by attending non-profit functions and partnering with them as it relates to membership and mission impact, increase visibility as Art Center liaison
	+ working with the marketing department to ensure a strong and cohesive membership message is consistent throughout all collateral material and digital media
	+ consistently seeking new and creative ways to promote membership and member group initiatives
	+ grow the individual membership program per capita giving year over year
	+ ensure that membership initiatives and development strategies are working in tandem to increase department fundraising efforts
* Supervises the Membership and Database Administrator. With oversight from the Director of Development, ensures that all needs related to data entry, list pulling, gift processing, acknowledgment, etc. are being met.
* Develops and implements member programming, events, communications, and promotions, working collaboratively across departments, and with Development staff. This includes, but is not limited to, membership benefits, mailings, and events.
* Serves as the member group strategist and orchestrates marketing, calendar, Artifax, and Tessitura set up of both member group initiatives.
* Executes special membership acquisition campaigns, including direct mail/social media/digital marketing, on-site campaigns, hosting events (working with the Manager of Gala and Membership Events, who will provide actual set up and execution), etc. to grow the membership and retain and attract new members.
* Serves as the responsible party for executing digital membership card marketing strategies
* In conjunction with Marketing, coordinates the design and production process for membership materials, including brochures, member group collateral, forms, digital deployments and special mailings.
* With the Director of Development, coordinates logistical regional and national travel opportunities for members, while focusing on building relationships with donors and members. Utilizes travel experiences to further cultivate existing relationships and create new ones – primary focus on increasing individual levels of giving.
* Maintains communication with vendors, artists, speakers, instructors, etc. and negotiates agreements.
* Serves as the organizational contact for volunteer tracking and recruitment
	+ Collects and tracks hours for member group volunteerism
	+ Receives and enters volunteer hours into Tessitura database from departments utilizing volunteer support for Community Events
	+ Provides quarterly/annual reports on volunteer engagement
	+ Develops initiatives to attract and retain volunteers

**Required Education, Experience and/or Certification**

* BA preferred or other equivalent combination of experience and education which provides the required knowledge, skills and ability