

# North Carolina Museum of Art Foundation, Inc.



**Job Title:** Senior Membership Officer  
**Opening Date/Time:** August 1, 2017  
**Closing Date/Time:** Until Filled  
**Job Type:** Full-Time, Exempt  
**Salary Range:** Commensurate with experience  
**Location:** North Carolina Museum of Art Foundation, Inc.  
2110 Blue Ridge Road, Raleigh, NC 27607  
**Reports to:** Director of Development

## **Job Summary:**

The North Carolina Museum of Art serves the people of North Carolina and all visitors as a premier destination for compelling encounters with art. The NCMA is committed to exemplary scholarship and innovative educational enrichment. Currently, the Museum has approximately 25,000 member households which provide over \$2M in annual operating income. The NCMA seeks an experienced candidate to fill the role of Senior Membership Officer. The ideal candidate will be self-motivated, creative problem solver, and valuable team member. This position oversees all NCMA membership strategies and activities, and coordinates and collaborates with various teams for member communications, event planning, and reporting. The position also prepares annual membership projections and expenses, and works with the Development Director and other gift officers on annual fund planning.

## **Major Responsibilities:**

### Membership Program Management

- Create and execute optimal strategies to acquire, retain, upgrade, and renew members through a variety of membership marketing strategies (mail, online, onsite) with emphasis on innovative concepts.
- Act as primary liaison with external direct mail company to produce acquisition and upgrade campaigns.

### Direct Response Coordination

- Work in conjunction with marketing to develop strategies that effectively utilize email, social media, pre- and post- visit opportunities, and major exhibitions to educate members about the entire Museum and its activities.

### Reporting and Data Analysis

- Coordinate with database manager to prepare regular reports that illustrate the growth of membership program.

### Membership and Programming Events

- Collaborate with programming to design annual events that deliver or highlight membership benefits and review after-event survey information.
- Cultivate, engage members and provide stewardship during member-only events

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## Museum Team Collaboration

- Represent membership in interdepartmental meetings, maintain working knowledge of museum membership trends, and act as a Museum resource.

## **Minimum Requirements**

- 4-year college degree. Graduate degree in business, marketing, or nonprofit management desirable.
- Minimum 5+ years' experience in nonprofit fundraising with specific experience in membership sales, management strategies, or annual contributions or annual fundraising.
- Solid record of accomplishment in online marketing and membership sales, fundraising writing, and direct mail marketing or similar.
- Possess strong computer skills including work with CRM or prospect databases, MS Office suite, project management software, and similar apps and programs.
- Possess strong work ethic, excellent organizational and management skills, and excel in a fast-paced and varied environment.
- Work successfully as part of a team.
- Willing to work evenings and weekends as required.
- Demonstrate an enthusiastic, customer-friendly manner; meet challenging customer situations with a tactful, positive attitude.
- Able to work independently, and be self-directed to take action and find solutions to challenges.
- Experience in supervising personnel including job performance goal-setting, periodic reviews, and year-end review consistent with the established Museum goals and core values.

## **Physical Requirements:**

- Ability to lift up to 20lbs
- Ability to sit for long periods of time

## **Equipment Used:**

- Basic office equipment; phone, computer, copier, and fax machines

## **To Apply for Position:**

- Interested candidates should send email to include cover letter, resume and salary expectation to [hrcmuseum@gmail.com](mailto:hrcmuseum@gmail.com).

**Diversity Statement:** The North Carolina Museum of Art Foundation, Inc. is committed to creating an equitable, hospitable, appreciative, safe, and inclusive environment – one that embraces the full spectrum of all community members' contributions. The NCMA Foundation makes this commitment because: Diversity strengthens the workforce in competence and ability; Celebrating diversity appreciates and values individual differences; Diversity serves an increasingly heterogeneous society; Diversity is crucial to our ability to serve all citizens. The NCMA Foundation encourages and supports staff efforts to reach out to people of all races,

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national origins, abilities, religions, sexual orientations, veteran status, ages, and gender identity. We strive to create a working environment that includes and respects cultural, racial ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons with disabilities, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may contact [hrcmuseum@gmail.com](mailto:hrcmuseum@gmail.com).

**The North Carolina Museum of Art Foundation, Inc. is an equal opportunity employer.** We strive to create a working environment that includes and respects cultural, racial ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons with disabilities, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may contact [hrcmuseum@gmail.com](mailto:hrcmuseum@gmail.com).