



VERO BEACH MUSEUM OF ART
JOB DESCRIPTION

MEMBERSHIP & ANNUAL GIVING MANAGER

The Membership & Annual Giving Manager's primary responsibility is coordination of all levels of Museum membership and annual giving programs.

Responsibilities:

Membership and Annual Giving

1. Work closely with the Director of Development to implement a minimum of one (1) acquisition mailing annually: segment database, acquire lists, etc.
2. Develop and implement a cultivation and solicitation plan for lapsed/dropped members
3. Develop and monitor annual budget for membership and annual giving programs; analyze and evaluate performance monthly
4. Identify new constituent groups; develop and implement a cultivation and solicitation plan for each
5. Develop and carry out stewardship plan for all members and annual donors, including benefits administration
6. Coordinate, implement and monitor annual giving programs, including year-end appeal, annual fund appeal and donor wall solicitation:
 - a. Work with Director of Development and Marketing Director to design materials and write copy
 - b. Segment database appropriately
 - c. Work with Development Assistant/Database Specialist to arrange for mailings
 - d. Monitor and report on projects' progress on weekly basis during each campaign
 - e. Analyze progress and campaign results; conduct evaluation and establish benchmarks
 - f. Update the Holtz Recognition Wall annually
7. Manage corporate membership program:
 - a. Develop membership brochures/materials
 - b. Coordinate acquisition and lapsed mailings
 - c. Follow-up telephone calls and visits when necessary for cultivation, solicitation and stewardship
 - d. Attend Chamber of Commerce and Oceanside Business Assoc. events to promote and cultivate relationships with corporate members and prospects

Development

1. Work with Director of Development on sponsorship solicitations; track pledges quarterly and invoice as appropriate
2. Develop and maintain ongoing relationships with Museum prospects and donors
3. Ensure that all call reports and contact updates are recorded in Altru
4. Identify and qualify major gift prospects through relationships and research; recommend strategies for cultivation and solicitation
5. Prepare briefings for donor calls, events and cultivation opportunities
6. Attend Donor Advancement Committee meetings, take minutes; work with Director of Development on committee projects
7. Manage and publish the annual *The Insider* ad book:
 - a. Ad sales
 - b. Work with graphic designers on design and ad placement

- c. Manage invoicing and payments with Development Assistant/Database Technician
- d. Coordinate distribution to appropriate Museum project managers
- 8. Attend all Museum fundraising and membership events; perform duties as assigned
- 9. Assist development staff with project data entry as needed
- 10. Attend community events as directed

Administration

- 1. Attend staff meetings
- 2. Position may require evening and weekend hours
- 3. Maintain good working knowledge of the Museum's policies, procedures, educational practices and ideologies
- 4. Be knowledgeable of and practice the AAM Code of Ethics
- 5. Perform other duties deemed appropriate by the Director of Development and/or Executive Director

Functional Relationships:

Reports to the Director of Development. **Works closely with** the Director of Development, Development Assistant/Database Specialist, Museum Events Manager, Marketing Director, Finance Director, and the public. This position is classified as Exempt/administrative-general business operations.

Qualifications:

Bachelor's Degree with a minimum of five (5) years of experience managing Annual Giving and/or membership campaigns, and donor relations; knowledge of best practices in fundraising; excellent computer skills including Blackbaud products; knowledge of professional office procedures and operation of office equipment; excellent communication and organizational skills; close attention to detail; ability to work with others in a fast paced environment

The Vero Beach Museum of Art is an Equal Opportunities Employer and seeks diversity in its workforce. The Museum is committed to attracting, retaining, developing and promoting the most qualified employees without regard to race, color, sex, age, religion, national origin, ancestry, sexual orientation, pregnancy, gender identity or expression, physical or mental disability, or past, present, or future service in the uniformed services of the United States, or any other characteristic prohibited by federal, state, or local law.

This is a full-time exempt position. To apply, please email your resume and cover letter to Bonnie Wetherell, bwetherell@vbmuseum.org. No phone calls, please.