

**Job Description**

Job Title: <b>Membership &amp; Special Events Assistant Manager</b>	Updated: April 2023
Department: <b>Development</b>	FLSA Status: Non-Exempt (overtime eligible)
Reports to: <b>Individual &amp; Corporate Relationship Officer</b>	Full-Time (Tuesday-Saturday schedule)

**Job Summary:**

The Membership & Special Events Assistant Manager is responsible for engaging existing members and soliciting upgrades, identifying and soliciting new members, and actively engaging lapsed and expired members. The duties include leading and coordinating all development administrative tasks related to the Museum’s membership program and providing logistic leadership for all development special events and fundraisers.

The Assistant Manager must exhibit a positive, team-oriented attitude across departments, and support the Museum’s strategic goals and mission working closely with cross-departmental teams and serve a key role with the Development Team on the following but not limited to: member events/tours, cultivation events, the Museum’s Late Nights series, and special projects as assigned. This position is a Tuesday to Saturday schedule with evenings, as needed.

**Job Duties and Responsibilities:**

**Membership**

- Provide managerial oversight and implementation of the Museum’s membership program.
- Effectively communicate member benefits to result in an increase in new memberships, sustain existing support, and steward increased giving.
- Engage with a broad portfolio of members, strategically segmenting and targeting interactions in an effort to strengthen relationships by documenting past interactions and targeting future engagement.
- Serve as the primary for preparing and mailing Membership materials, including cards, inserts, reciprocal lists, certificates, and renewal letters; work in conjunction with the Development Administrative Assistant Manager for support, as needed.
- Serve as the lead organizer for the Museum’s monthly Member Hour; work cross-departmentally for program planning and execution. Coordinate with the Visitor Services and Volunteer Manager on staffing and desk coverage.
- Work in coordination with the Community Engagement Team to plan and execute programming for Family Fun Days, act as the on-site department lead.
- Plan and execute Member Tours, in coordination with the Community Engagement and Curatorial Teams.
- Record member, donor, and vendor interactions and record updates into the CRM database; provide key updates to the key Museum staff, as needed.
- Utilize member/prospect lists for opportunities to join/upgrade: solicit patron, 110 society, and supporting level memberships. Coordinate with the Development Team on prospects for leadership level upgrades and joins.

- Actively seek ways to prospect new members through internal audits including classes, events, ticket purchases, and facility rentals, as well as through external partners and purchased lists.
- Maintain an active understanding of how to create briefing memos, tracking reports, sponsor packets.
- Serve as the cross-departmental point of contact for updates to member handouts; assist in drafting and approval of member communications, letters, invites, and sponsor materials.
- Work in conjunction with the Museum Fellow to plan and produce the Museum's *Conversation with the Curator* and *Curated Cribs* series; provide technical support, as needed.
- Identify and staff external opportunities to promote membership and annual fund giving, including but not limited to: institutional and organizational presentations, fairs and festivals, symposiums and conferences, and civic events. Follow up with personal solicitation.
- Provide key oversight and support of the 110 Society Steering Committee, in conjunction with the Individual and Corporate Relationship Officer.
- In coordination with the Development and Marketing Departments, work on social media efforts and website content for the membership program to ensure consistent marketing strategies, branding, and messaging, with appropriate credit permissions and recognition.
- In coordination with the Marketing team and Deputy Director of Development, develop marketing materials, packages, and marketing campaigns for the membership program. Ensure membership solicitations appear in Museum publications.
- Respond to funding declines with members by working through a needs assessment; track, report, and conduct follow up with all lapsed members.
- Produce and distribute quarterly membership reports to appropriate parties.
- Manage the Museum's Membership inbox and Member communications; coordinate responses with the Development Team, as needed.

## Events

- Provide Lead logistic support for planning, execution, and post-event follow-up for Development Events. Events include but not limited to Women's Luncheon, Tastings at the Taubman, Sidewalk Art Show, Opening Party, Chairman's Dinner & Summer Celebration, and VIP events.
- Serve as the lead organizer for the Tastings at the Taubman events, the International Wine Festival and Bourbon + Bacon.
- Work cross-departmentally to secure applicable permits, licenses, certifications, and promotional materials needed for Museum-led events.
- Serve as the department lead for pre-event inventory tracking and ordering, booking of vendors and photographers.
- Act as the department contact for cater and in-kind event support.
- Establish and maintain active relationships with key vendor and Government contacts, act as the primary point of contact for event vendors, permits, and licenses.
- Create Events/programs in the CRM Database, manage registrations, and communicate event details to key stakeholders.
- Manage invitations for member and donor events and programs, this includes but is not limited to generating invitation lists, managing RSVPs, coordinating with the Development and Marketing Teams on design for invitation, signage, and programs.
- Work in coordination with the Development Administrative Assistant Manager to mail mass solicitations for events, fundraisers, and programs.
- Serve as the primary logistic support to the department event lead leading up to and during the event; work closely to establish staffing and volunteer needs, as well as produce the Accountability Timeline cross-departmentally.
- Manage day-of vendor arrival, set-up/break-down, and event needs in conjunction with the lead event organizer and Operations Team.
- Create tracking reports to evaluate event/program performance and attendance.

- Assist the Development Team with smooth management of fundraiser benefit committees, as needed.

### **General Duties**

- Work closely with the Development Team and Executive Director to meet and exceed income projections.
- Serve a managerial role in actively prospecting, cultivating, soliciting, and stewarding existing and new members and vendor partners; manage an active portfolio of 50-75 donors, members, and vendors.
- Identify creative opportunities for member, donor, and sponsor engagement tailored for segmented levels of giving.
- Attend cross-departmental team planning meetings including but not limited to: internal marketing meetings, weekly logistics meetings, and event planning meetings, as needed.
- Coordinate with Finance Team on Annual Audit by Providing Requested Development Documentation.
- Work with Development Team on Quotes and Adjustments for Annual Budget Submission.
- Work with Development Team on Compiling Information and Data for Annual Impact Report
- Maintain an active understanding of the department mail processes, including processing check deposits with another staff member present and entering data into the CRM database, as needed.
- Coordinate with the Finance Team on any discrepancies in reporting between donor database and accounting software, including updates to vendor and sponsor invoices as needed.
- Work Cross-Departmentally to Ensure Donor Benefits are Fulfilled and Recognized Properly on Member and Event materials.
- Work Cross-Departmentally to provide data needed for Stewardship Reports, appeal mailings, and annual impact reports.
- Maintain Record of In-Kind Gifts and services and Report to Finance Team, in coordination with the Development Administrative Assistant Manager.
- Work in coordination with the Deputy Director of Development, Individual and Corporate Relationship Manager, and Executive Director to identify sponsorship opportunities within member programs and Development events.
- Primary lead for ABC licensing, alcohol inventory, and compliance; manage the institutional adult beverage stock through monthly audits, maintain a tracking system, and order alcoholic beverages on behalf of the institution, in conjunction with cross-departmental teams. Work in conjunction with the Visitor Services Manager for all non-alcoholic beverage needs.
- Work with the Visitor Services Manager, and in conjunction with the Development Team, to identify and fill department volunteer needs.
- Effectively communicate the mission and impact of the Museum with donors, prospects, and high-level supporters, and external stakeholders.
- Serve as the main organizational point of contact for Membership and Event related questions and requests.
- Serve at the Department's lead for Constant Contact, including the weekly e-newsletter; effectively communicate member and donor events and engagement opportunities that results in increased participation in programs and events offered.
- Write and send appropriate thank you letters for fundraiser and event sponsors, work in coordination with the Development Administrative Assistant Manager to prepare mailings.

### **Knowledge, Skills and Abilities:**

Ability to work well under pressure and multi-task in a fast-paced, intense environment. Must have excellent communication, organizational, interpersonal, and public speaking skills. Must be a charismatic, flexible, strategic team player; able to work with a diverse range of people.

Must be poised, personable, and maintain a professional appearance. Requires excellent attention to detail and an ability to work cross-functionally. Must be able to meet deadlines, problem solve and understand basic research methodologies. Must be a self-starter and an enthusiastic motivator.

Requires proficient skill in computer word processing and database systems.

**Training, Education and Experience:**

Associate's degree required. Minimum 2-5 years' experience in event planning and execution with demonstrated success. Preferred experience in management, and knowledge of membership programs.

**Special Requirements:**

Must be available to work flexible hours weekly, including nights, overnights, and weekends as needed. Must possess and maintain a valid Virginia driver's license and maintain a driving record acceptable to the Taubman Museum of Art and its insurance carrier(s).

**EEOC Statement:**

The Taubman Museum of Art is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status or any other federal, state or local protected class. The Taubman Museum of Art is also committed to comply with all fair employment practices regarding citizenship and immigration status.

**Taubman Museum of Art is committed to creating a diverse environment:**

At The Taubman Museum of Art we each contribute to inclusion—we all have a role to play. Our culture is the result of our behaviors, our personal commitment, our curiosity, how we collaborate, and the ways that we courageously share our perspectives and encourage others to do the same. In turn, our inclusive culture inspires us to try new things and share information openly and transparently. It brings us together in ways that help us stand out. Our inclusive culture empowers all of us to connect, belong, and grow.