Job Description

Job Title: Membership & Special Events Manager
Updated: June 2023

Department: Development
FLSA Status: Exempt (non-overtime eligible)

Reports to: Deputy Director of Development
Full-Time (Tuesday-Saturday schedule)

Job Summary:
The Membership and Special Events 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 Membership and Special Events 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 serves as the primary lead for the logistical planning, execution, and post-event follow-up for all Development Events and Fundraisers. Events and Fundraisers include but are not limited to Women’s Luncheon, Sidewalk Art Show, Opening Party, Chairman’s Dinner & Summer Celebration, Tastings at the Taubman events, and VIP events.

Job Duties and Responsibilities:

Membership

- Provide managerial oversight and implementation of the Museum’s membership program.

- Evaluate, develop and build the membership program and work in coordination with the Deputy Director of Development to ensure the program follows the Museum’s strategic plan.

- In coordination with the Deputy Director of Development Ensure that department goals are met and adhere to approved budgets.

- Engage with a broad portfolio of Patron, 110 Society and Supporting members strategically segmenting and targeting interactions in an effort to strengthen relationships by documenting past interactions and targeting future engagement.

- Provide recommendations to the Deputy Director of Development on prospects for leadership level upgrades and joins.

- In coordination with the Deputy Director of Development, 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 tracking reports.

• Plan, coordinate, and implement lively and engaging member activities to encourage growth in membership.

• Maintain member and vendor interactions and moves management strategies in the database and hard copy record, as appropriate.

• Provide guidance to the Development Administrative Assistant Manager for membership materials and mailings including cards, inserts, reciprocal lists, invitations, member publications, certificates, and renewal letters.

• Provide membership upgrade information in a timely manner to the Development and Administrative Assistant Manager.

• In coordination with the Marketing Department and Deputy Director of Development, 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 Department and Deputy Director of Development, develop marketing materials, packages, and marketing campaigns for the membership program. Ensure membership solicitations appear in Museum publications.

• In coordination with the Development Administrative Assistant Manager, evaluation and respond to funding declines with members by working through a needs assessment; track, report, and conduct follow up with Patron, 110 Society and Supporting lapsed members and provide guidance on Leadership lapsed donors where applicable.

• Manage the Museum’s Membership inbox and Member communications; coordinate responses with the Development Team, as needed.

• Engage with Members and visitors on Saturdays to promote the TMA Membership Program.

• In conjunction with Community Engagement and Marketing Departments, identify and attend external opportunities to promote the TMA Membership program including but not limited to: institutional and organizational presentations, fairs and festivals, symposiums and conferences, and civic events. Follow up with personal solicitations.

Events

• Primary lead for the logistical planning, execution, and post-event follow-up for all Development Events. Events and Fundraisers include but are not limited to Women’s Luncheon, Sidewalk Art Show, Opening Party, Chairman’s Dinner & Summer Celebration, Tastings at the Taubman events, and VIP events.

• Work in conjunction with the Museum Fellow to plan and implement the Museum’s Conversation with the Curator and Curated Cribs series

• Serve as the lead organizer for the Museum’s monthly Member Hour; work cross-departmentally for program planning and execution. Coordinate with the Facility Rentals Manager 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.

• Work cross-departmentally to secure applicable permits, licenses, certifications, and promotional materials needed for Museum-led events.

• Serve as the department lead for development pre-event inventory tracking and ordering, booking of vendors, performers, photographers and caterer.

• Work in conjunction with the Individual and Corporate Gifts Officer on in-kind event support.

• Establish and maintain active relationships with key vendor and government contacts, acting as the primary point of contact for development event vendors, permits, and licenses.

• Serve as primary lead to the Marketing Team to initiate the production of all development event invitations, 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 Operations Team.

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

General Duties

• Work closely with the Deputy Director of Development and Executive Director to meet and exceed income projections.

• Serve a managerial role in actively prospecting, cultivating, and stewarding existing and new members at the Patron, 110 Society and Supporting Level and vendor partners.

• Assist in identifying and creating 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.

• Provide requested documentation to the Finance Team on annual audit.

• Work with Deputy Director of Development on quotes and adjustments for annual budget.

• Work with Deputy Director of Development 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 Development and Administrative Assistant Manager on any discrepancies in reporting between donor database and accounting software, including updates to vendor invoices as needed.

• Work cross-departmentally to ensure member and 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.

• Work in coordination with the Deputy Director of Development, Individual and Corporate Gifts Officer, 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 Facility Rentals Manager for all non-alcoholic beverage 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.

**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:**
Bachelor’s Degree or equivalent experience in event planning and/or logistics and project management 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.