

Anchorage Museum Association

Title: Member Engagement Manager
Reports to: Chief Development Officer
Approved by: Museum Director/CEO

EEO Class: Professional

The Anchorage Museum is for people, place, planet, and potential, in service of a sustainable and equitable North, and with creativity and imagination for what is possible. We strive to be a place of ideas and transformation, narratives and perspectives, resilient and relevant communities, and responsive to a rapidly changing world toward a better future for all. We welcome diversity and inclusion and recognize all are enriched through diverse voices, viewpoints, and skillsets. The Anchorage Museum is committed to creating an anti-racist, fully inclusive organization and is an equal-opportunity employer.

Summary Position Statement:

Under general supervision of the Chief Development Officer, this position is responsible for managing all membership and member benefit functions of the Anchorage Museum. This includes serving as a key member of the development team, working to cultivate new members, retain members, and steward existing members. This position builds strong relationships through exceptional customer service to museum members and donors, including regular communications, delivery of benefits, and planning and implementing membership events. The Member Engagement Manager leads the development of the annual membership strategy and suggests and implements new ways to attract and retain members and increase member satisfaction.

Essential Functions:

- Manage annual membership strategies including but not limited to: Renewal and acquisition mailings and emailing; distribution of member benefits; member tracking; oversight and accurate maintenance of member/donor database software
- Develop, recommend, and implement strategies that will expand and encourage membership acquisitions, upgrading and member satisfaction
- Ensure stewardship with members through planning and implementing membership events (back of house tours, member previews, etc)
- Provide monthly statistical membership reports for Chief Development Officer, Membership Manager and AMA Board of Trustees
- Analyze reports, identify trends and use information to inform strategy
- Work with the Marketing and PR department to develop membership materials and messaging (member newsletter, e-blasts, membership brochure, solicitations)
- Provide exceptional customer service to members, via excellent communications, up-to-date information, and problem solving
- Grow membership revenue and diversify membership base through targeted acquisition strategies and development of new member categories

Non-Essential Functions:

- Working with the Development Team, develop and implement annual membership strategies
- Provide training and support as necessary
- Participate in planning processes and other activities of the Development Department as needed
- Monitor the membership department budget
- Work closely with Visitor Services Department on member relations and support
- Work closely with development team to identify members who can be cultivated as donors
- Present membership opportunities and secure memberships at appropriate Museum events
- Performs other duties as assigned

Knowledge/Skills/Abilities:

Knowledge:

- Demonstrated knowledge of effective interpersonal skills, listening, diplomacy and tact to build strong relationships with members, donors, and all levels of staff and the community

Skills:

- Well-developed written and oral communication, negotiating and organizational skills
- Demonstrated ability to compose, type and proofread written materials

Abilities:

- Demonstrated ability to think critically and apply strategies to work goals
- Ability to establish priorities and meet deadlines
- Must be able to work in a fast-paced environment with demonstrated ability to juggle multiple competing tasks and demands
- Ability to build constructive and effective relationships with members
- Proven ability to handle difficult/stressful situations and simultaneous priorities with skill and diplomacy
- Ability to use existing technology to achieve desired results
- Ability to make accurate situational assessments with informal or incomplete information and find creative solutions
- Proven ability to utilize appropriate software to manage and track multiple prospects and donors

Qualifications:

- High School diploma or equivalent
- Two years' experience in non-profit membership, preferred
- Two years' experience with community relations and outreach, preferred
- Self-motivated and directed as well as effective team member
- High detail orientation, strong customer service and organizational skills

Employee Expectations:

As an AMA employee, the incumbent is expected to model the following traits:

- Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships
- Initiative and creativity in all aspects of the position
- Lead by example by maintaining a high standard of professional ethics and conduct
- Treat everyone with dignity and respect
- Support and uphold the policies, procedures of the AMA

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include color and close vision, and ability to adjust focus. Incumbent may be required to work extended periods of time at a video display terminal (VDT).

Work Environment:

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. The employee may be exposed to inclement weather conditions while traveling from their work area to the Museum during their workday.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.