

Manager of Member Relations and Annual Fund

ORGANIZATION SUMMARY:

The Weitzman National Museum of American Jewish History (The Weitzman), on historic Independence Mall in Philadelphia, presents educational programs and experiences that preserve, explore, and celebrate the history of Jews in America. Its purpose is to connect Jews more closely to their heritage and to inspire in people of all backgrounds a greater appreciation for the diversity of the American Jewish experience and the freedoms to which Americans aspire. The Weitzman's vision is to be the preeminent national museum creatively teaching, interpreting, and inspiring dialogue about the American-Jewish experience in the context of American history. The Museum will be a force fueling the American spirit of courage and imagination, aspiration and hard work, leadership, and service, through active engagement with the stories of American-Jewish life and tradition.

POSITION SUMMARY:

The National Museum of American Jewish History's Manager of Member Relations & Annual Fund directs, grows, and enhances the Museum's membership program. Reporting to the Chief Development Officer, the Manager of Member Relations oversees the development and implementation of outreach initiatives; provides strong stewardship; and manages, with relevant staff and consultants, events, and programs to engage and acknowledge membership, 1654 Society and other annual donors. This position works to optimize membership and annual giving opportunities, moving donors up the giving pyramid.

Responsible for setting and meeting ambitious annual giving goals, the Manager of Member Relations & Annual Fund conceives, designs, and oversees an integrated strategy of direct mail, e-mail, print, online and social media communications. This position also oversees on-site sales and member/donor engagement events. The position manages the Membership budget, conducts direct monthly reporting and reconciliation with Finance, produces quarterly analysis reports, and ensures accurate information, premium fulfillment, and regular member communication. This position works closely in tandem with the Manager of Data and Operations, as well as the Director of Finance and the Director of Accounting systems to ensure departmental payables are submitted and coded, and that gifts are properly processed and coded to the appropriate

In addition, the Manager of Member Relations & Annual Fund serves as an individual giving officer, responsible for building a mid-level annual giving program generating gifts up to \$10,000 and helping to create a pipeline for major gifts.

This role also oversees the daily administration and operations of the development department, including but not limited to scheduling, meeting minutes, front-facing development interactions,



WEITZMAN NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

A Smithsonian Institution Affiliate

(replying to all inquiries, answering phone calls), and day-to day operations of the department as needed.

Other duties as assigned.

JOB RESPONSIBILITIES:

- Refine and implement membership programs, including strategy and annual goal setting. Working in concert with direct-mail consultants and other departments to create a comprehensive solicitation schedule
- Oversee all aspects of aggressive national direct mail program, including content and design of letters and collateral materials
- Membership fulfillment, generating digital and hard copies of Membership cards and benefits
- Refine and implement the renewal program for Members in collaboration with direct mail vendor
- Create upgrade offers and rejoin mailings
- Implement e-marketing membership campaign, including Museum website and Member e-mail
- Manage direct mail consultant and vendors
- Create content and schedule for e-newsletters to Members
- Conceive, design, and manage donor recognition initiatives, membership cards, and premium gift items
- Assess and refine membership levels and benefits
- Implement reciprocal membership benefits programs
- Manage the Smithsonian Membership program including bi-annual data pulls and fulfillment
- Place orders and monitor inventory of membership print materials, premiums and supplies for on-site, direct mail acquisition, renewals, and fulfillment
- Assess program progress on ongoing basis, create reporting mechanisms to track acquisition, renewal and rejoin campaigns and analysis of membership numbers, expenses, and revenue
- Prepare and monitor annual budget for membership programs in collaboration with consultants and staff
- Train and manage membership volunteers responsible for phone membership sales as appropriate
- Work with Retail & Visitor Services department on communicating member benefits and increasing membership sales through customer contact with Store and reception desk.
- Develop and manage, with other relevant staff and consultants, special cultivation and recognition events and programs
- Create “member-only” opportunities, which may include trips, events, and/or exclusive content and partnerships with other organizations
- Respond to membership inquiries and requests by email, phone, and in person
- Track departmental expenditures, submit invoices for timely payment

QUALIFICATIONS AND EXPERIENCE REQUIREMENTS:

- Bachelor’s degree required
- Three to five years of experience with museum membership programs and/or related experience in areas such as non-profit marketing or customer service
- Team player, self-driven, detail oriented



WEITZMAN NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

A Smithsonian Institution Affiliate

- Warm and welcoming
- Enjoys working with donors and investing in relationship building
- Strong interest in the Museum's subject matter (e.g., Jewish history, history, immigration, etc.)
- Knowledge of museum operations preferred
- Excellent writing and interpersonal skills
- Commitment to providing outstanding customer service to Museum constituents and colleagues
- Highly organized and comfortable managing multiple projects at one time
- Ability to work under pressure and to meet deadlines
- Good analytical skills and experience in monitoring and evaluating program performance.
- Solid computer skills required; knowledge of Raiser's Edge and Constant Contact preferred

SALARY RANGE:

\$60,000-\$65,000 annual salary + competitive benefits package

TO APPLY:

Email resume to employment@theweitzman.org Because of the volume of applications received, only those selected for an interview will be contacted. No calls, please.