



## POSITION DATA

**JOB TITLE:** Director of Museum Membership & Annual Giving  
**DEPARTMENT:** Institutional Advancement  
**REPORTS TO:** Chief Advancement Officer  
**DATE:** December 2021

## POSITION OVERVIEW

The 9/11 Memorial & Museum historically sustains distinct but interconnected programs around individual membership and low-dollar fundraising general appeals, each of which yields seven-figure revenue returns. The Director of Museum Membership & Annual Giving leads the strategic development, implementation, performance analysis, and vendor management related to these efforts and programs. This includes the management of the Museum membership program, its sales and service team, and all of its component parts. This position also oversees all aspects of the non-member donor program, including online fundraising and direct response campaigns such as direct mail and email appeals. As the organization continues to rely upon contributed income more than ever, a key priority for this position is to develop a short and long-term plan for increasing annual revenue from members and donors, by rebuilding the membership program after the Museum's temporary closure in 2020. This position is also tasked with building upon the momentum generated by the launch of The Never Forget Fund around the 20<sup>th</sup> anniversary of 9/11 with a focus on both offline and online channels. The Director of Museum Membership & Annual Giving participates in a wide range of cross-organization discussions to ensure the program's integration into key Museum initiatives and events such as special exhibitions, public programs, milestone anniversaries and retail opportunities. The position is a part of the organization's Senior Leadership Group, a body of approximately 20 senior managers that fosters organization wide collaboration and decision-making. The Director reports directly to the Chief Advancement Officer and leads a team of four employees, including 1 manager, 1 coordinator and 2 frontline sales associates.

## ESSENTIAL FUNCTIONS

- Develop, implement, and refine on an ongoing basis all strategy for the marketing of both the individual Museum Membership program and all direct mail and digital Annual Giving appeals, including the development of relevant performance metrics.

- Evaluate, manage, and refine the benefits of Museum membership to be innovative, as well as competitive with other museum and/or cultural membership programs.
- In consultation with the Chief Advancement Officer, develop and manage annual expense and revenue program budgets.
- Lead all on-site and administrative office membership staff in sales, stewardship, and operational efforts with a focus on program growth and high-quality customer service.
- Oversee development, review, and use of all print and digital communications and materials, including direct mail and email solicitation, event invitations, and printed collateral.
- Interact regularly with internal departments, especially Operations and External Affairs to ensure a coordinated institutional approach to member/donor acquisition and retention.
- Oversee relevant external relationships with vendors around fulfillment, marketing, and collateral to ensure accurate, timely and meaningful communications between the organization and members.
- Oversee all program-related contracts, invoices, vendor procurement and Requests for Proposals.
- Provide weekly performance report to Chief Advancement Officer, which measures year to date performance against established annual goals.

#### **VOLUNTEER REQUIREMENT**

- Participates in the Annual 5K Fundraiser and September 11<sup>th</sup> Commemoration, as assigned.
- Assists with other special projects and events in support of all 9/11 Memorial and Museum, as assigned.

#### **QUALIFICATIONS/SKILLS REQUIREMENT**

- Bachelor's Degree required
- Minimum of 5-7 years of experience in leading an organization's individual Membership program with at least 10,000 members, preferably within a museum environment
- A proven track record of innovative ideas and creative campaigns that have led to demonstrable program growth.
- Minimum of 5 years of direct supervisory experience.
- Strong interpersonal and leadership skills as evidenced by a cohesive team and successful program performance.
- Exceptional time management skills, with the ability to prioritize both short and long-term goals and priorities, while adhering to meaningful deadlines.
- Outstanding communication skills and writing proficiency in the area of program marketing including direct mail.
- Computer proficiency with Microsoft Office and database systems required. Experience with Raiser's Edge, Drupal, and Gateway strongly preferred.

## HOW TO APPLY

- Include position you are seeking in the email subject field.
- State the location where job posting was seen.
- Send resume and cover letter to [911mmiajobs@911memorial.org](mailto:911mmiajobs@911memorial.org)

## PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands and work environment described in this job description are representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the 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 required to see, be mobile, and have the ability for 2-way communication with the public and staff.

The work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no protective devices necessary to be worn or utilized in the office work environment. Minimal travel is required.

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- This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all inclusive. Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
  - The organization reserves the right to change, modify, or reassign job responsibilities, duties, and scheduled work hours as per business needs.
  - This document is a communication tool and not intended as a written or implied contract of employment.