

ASHEVILLE ART MUSEUM

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PO Box 1717 | Asheville, NC 28802-1717

Development & Event Associate

Updated 3/2024

Organization

The Asheville Art Museum, established in 1948 by artists, engages, enlightens, and inspires individuals and enriches community through dynamic experiences developed for all ages that interpret its Collection and exhibitions of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina region, as well as visitors from around the country and the world.

Position Description

The **Development & Event Associate** is an integral member of the External Affairs team, which develops and implements opportunities to tell the Museum's stories to attract significant numbers of visitors annually, to heighten awareness of the Museum regionally and nationally, to manage fundraising campaigns for general operations and programming, and manage the Museum's event rental program. This position reports to the Director of Finance & Giving and works in close collaboration with the External Affairs and Operations Departments.

Primary Responsibilities/Essential Functions

- Conceive, draft, and implement biannual Annual Fund drives, including researching and creating donor lists, entering gifts into donor database, writing and mailing acknowledgements, and analyzing trends.
- Draft and send written donor correspondence including letters, emails, newsletters, and telephone communications to properly steward all donors and Members.
- Process, record, and write acknowledgements for sponsorships, donations, and gifts to the Museum.
- With External Affairs team, keep donor database up to date including adding new donor records and members, recording donations, updating existing donor records, and tracking attendance.
- Manage Museum's event rental program including research, revise, and promote pricing structure, answer customer inquiries, meet with prospective rental clients, take lead as event point person, coordinate with Operations and other staff as needed, ensure correct billing of rental clients, and manage event staffing.
- Create and maintain relationships with area event planners and vendors to cross promote Museum event rentals.
- Assist Membership & Museum Events Manager with processing of Membership acknowledgements, member cards, benefit items, and correspondence.
- Assist with the preparation and implementation of Member events including exhibition openings and Collectors' Circle programs.
- Assist with the planning, preparation, and implementation of Museum fundraising events including print and digital media, vendor communication, volunteer coordination, donation requests, and event execution.
- Work closely with the Membership & Museum Events Manager and volunteers to develop and plan Membership incentives, outreach, and programs and Museum

Fundraising Events.

- Work with Membership & Development Task Force committee in brainstorming fundraising and membership campaigns, reporting, acknowledgement, and donor recognition.
- Facilitate production of annual donor wall.
- Work with Communications Manager in planning and facilitating a full spectrum of print, digital, and social media marketing campaigns. Work with staff, volunteers, and members to gather and tell stories across marketing platforms.
- Interact with tourism and hospitality partners. Assist with developing cross-promotional collaborations.
- Participate in the planning and maintaining of communications and fundraising initiatives, tracking income and expenses.
- Interact with the arts community and civic bodies as an advocate for the arts and the Museum.
- Assist Executive Director with Trustee and volunteer support and communications.
- Other duties as assigned.

Special Requirements & Compensation

This year round, full-time position with full benefits may at times require a flexible schedule to accommodate programs, events, and after-hours work including weekend and evening hours. Annual compensation includes a salary range of \$42,000 and \$45,000 depending on experience, plus paid time off, health insurance, and retirement benefits after required probationary period. The incumbent should have a valid driver's license, be able to traverse the Museum, handle tools or controls, and use close vision.

Education & Experience

The ideal candidate will have an undergraduate degree, academic training, and work experience in public relations, marketing, development/fundraising, and communications; 3+ years' combined experience in related field; excellent writing, editing, and storytelling skills; excellent verbal communication and interpersonal skills including public speaking; the ability to maintain the highest standards of professional ethics and integrity; and excellent computer and social media skills. Proficiency in design software (Adobe Creative Suite, Canva), content management systems (Sprout Social, WordPress, Trello), client management systems/donor databases, and photography/ videography is highly desirable. Knowledge of museum operations, the arts industry, and/or nonprofit/arts management is a plus. This position must be flexible and able to work independently, collaboratively, and effectively in a fast-paced, creative environment.

To apply, please send resume and cover letter to careers@ashevilleart.org with "Development & Events Associate" in the subject line.

Duties, responsibilities, and activities may change at any time with or without notice.

Equal Employment Opportunity

The Asheville Art Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Diversity, Equity, Access, and Inclusion

The Asheville Art Museum's vision is to transform lives through art, and we welcome all visitors without

discrimination. The Museum acknowledges that it is situated upon the ancient, southern Appalachian ancestral homeland of the Cherokee Tribe and that this region is still the home of the Eastern Band of Cherokee Indians today. The Asheville Art Museum is committed to being an active leader against racism. We uphold anti-oppressive and equitable practices, while striving to create opportunities for education and action to build a stronger community. The Asheville Art Museum is dedicated to advancing diversity, equity, access, and inclusion—now and in the future. The Museum is moving with awareness and commitment, through assessment, training and engagement, to implementation and accountability.