

ASHEVILLE ART MUSEUM

2 South Pack Square | 828.253.3227 | ashevilleart.org
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Membership & Museum Events Manager

Updated 12/21/2020

Organization

The Asheville Art Museum, established in 1948 by artists, engages, enlightens, and inspires individuals through exhibitions and programs developed for all ages that interpret its Collection 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, and visitors from around the country and the world. The Museum recently completed a multiyear expansion and renovation, opening the new Museum in November 2019. Staff has the unique opportunity to be part of the professional team that is shaping the future of this essential community resource.

Position Description

The Membership & Museum Events Associate is responsible for managing the Museum's membership program including member groups, Museum Events, and Annual Fund campaigns and is an integral part of the External Affairs Department. This position requires excellent organization, communication, and leadership skills. This position works closely with volunteers and committees. This position reports to the Director of External Affairs.

Primary Responsibilities/Essential Functions

- Manage the membership database, materials, and brochures.
- Correspond with members including welcome calls, thank you and tax receipt letters, and answering questions from members.
- Manage member retention and lead recruitment efforts, relationship building, and member event planning, coordination, and implementation.
- Develop evolving member program(s) and coordinate with Communications and Visitor Services staff to communicate information and changes.
- Manage member files, process membership payments, and issue member cards and benefit information.
- Manage member groups including the planning, coordination and implementation of member programs and events.
- Research and develop possible new member groups and programs.
- Develop and maintain corporate membership program including the recruitment of new corporate members.
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- Plan, coordinate, and execute 3 to 4 annual fundraising events.
- Manage event committee and volunteers.
- Manage event vendors, donations, and auction and raffle items including requests, event coordination, donor records, and acknowledgement.
- Identify and solicit corporate and individual sponsor opportunities.

- Manage and produce Museum events including exhibition opening receptions, volunteer appreciation events, and other Museum events.
- Maintain records and inventory of all items donated for fundraising.
- Compose draft letter and materials for the Museum's bi-annual Annual Fund appeals, working with other External Affairs staff to finalize appeal requests.
- Research and analyze donor giving history and mailing lists.
- Manage donor database, prepare gift acknowledgements, and organize thank you calls to donors. Utilize database to prepare lists and information for staff and Trustees.
- Compose and manage follow up communications to donors and members.
- Track membership and giving trends and prepare reports for management.
- Facilitate periodic updates to donor signage.
- Manage Membership & Development Task Force committee which provides support for membership program and Annual Fund.
- Manage donor stewardship including gift acknowledgement, correspondence, communication, and management of strong relationships.
- Plan and maintain budget for membership program, Museum events, and Annual Fund drives, tracking income and expenses.
- Assist with oversight of interns.
- Work collaboratively with Museum leadership and departmental managers to deliver excellent service to Museum staff, volunteers, Members, and visitors. Collaborate with Museum staff and volunteers on initiatives, projects, and goals.
- Interact with the arts community and civic bodies as an advocate for the arts and the Museum.

Special Requirements

This year round, full-time position with full benefits may at times require a flexible schedule, accommodating programs and events, and after-hours work including weekend and evening hours. The incumbent should have a valid driver's license and be able to stand, walk, lift items up to 25 pounds, handle tools or controls, use close vision, and travel periodically for meetings or Museum business.

Education/Experience

The ideal candidate will have:

- An undergraduate or graduate degree and work experience in membership or development.
- 3+ years combined experience in membership, development, and fundraising.
- Excellent organization, writing, and communication skills.
- Ability to maintain confidentiality and the highest standards of professional ethics and integrity.
- Excellent computer and database management skills.
- Ability to work independently, collaboratively, and efficiently.
- Ability to multitask, prioritize, and find creative solutions in a fast-paced office environment.
- Ability to manage an annual budget.

To apply, send resume, cover letter, and three references to mailbox@ashevilleart.org with "Membership & Museum Events" in the subject line. This position is available immediately.

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

Equal Employment Opportunity: 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.