

# ASHEVILLE ART MUSEUM

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PO Box 1717 | Asheville, NC 28802-1717

## Membership & Development Associate

*Updated 04/2025*

### 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 Membership & Development 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, and to secure funds for general operations and programming. This position reports to the Communications Manager and works in close collaboration with the External Affairs Department.

### Position Description Primary Responsibilities / Essential Functions

- Conceive, draft, and implement Annual Fund drive. Maintain and enter Annual Fund gifts into donor database. Analyze trends.
- Draft and send written donor correspondence including letters, updates, newsletters, and telephone communications to properly steward all donors and Members.
- Process, record, and write acknowledgements for other sponsorships, donations, and gifts to the Museum.
- With External Affairs and Visitor Service team keep donor database up to date including adding new memberships, recording donation history, updating existing Member records, and tracking Member attendance.
- Processes Membership acknowledgements, member cards, benefit items, and correspondence with assistance from the Membership & Museum Events Manager as needed.
- 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 reporting, acknowledgment, and donor recognition.
- Facilitate creation of annual donor wall.
- Work with Communications Manager and Digital Media & Design Associate in the planning and facilitating of 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 the Executive Director with Trustee and volunteer support and communications.
- Other duties as assigned.

### **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 skills. Basic understanding of design software (Adobe Creative Suite, Canva) and content management systems (Sprout Social, WordPress, Trello), and photography/videography is preferable. Proficiency in client management systems/donor databases 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.

### **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 starting at \$43,000 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.

**To apply, please send resume and cover letter to [careers@ashevilleart.org](mailto:careers@ashevilleart.org) with "Membership & Development 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.