Job Description: Member Engagement Manager
Job Type: Exempt
Job Status: Full-time
Reports to: Director of Development
Updated: June 2020

Position Overview:
The Member Engagement Manager is responsible for developing and implementing strategies around MOWA’s pioneering “everyone’s a member” philosophy. This includes championing a culture of exemplary member service and the growth, retention, and engagement of members through multi-channel outreach. Reporting to the Director of Development, this position will manage the team of Member Services and Security personnel. The position will be responsible for membership revenue generation and expense management, fulfillment, stewardship, and member programs. Responsibilities also include MOWA’s volunteer program and group tours.

Founded in 1961, MOWA is one of the top museums of regional art in the United States, with 5,000+ works of contemporary and historic art by more than 350 artists. Located in West Bend, Wisconsin, the museum champions regional art and artists throughout the state and provides an innovative forum for the culturally engaged. In 2013, MOWA opened a new 32,000-square-foot facility along the Milwaukee River that provides a stunning contemporary home for its collection and related educational programs. MOWA features more than 18 special exhibitions and 175+ programs a year at its main campus in West Bend and its two satellite locations in Milwaukee.

Essential Job Functions:

Member Services
• Through effective management of member services and security staff, provide a world-class member experience
• Supervise and develop a roster of 8 to 12 member services and security staff, including scheduling, training, staff development, and recruitment/hiring
• Organize and distribute training materials, policies, and procedures
• Serve as liaison between all museum departments and the member services and security staff
• Responsible for frontline Constituent Relationship Management (CRM) reporting, and other database related support as required
• In coordination with the Database Manager, help the CRM system grow and evolve
• Supervise internal controls, cash management, financial records, deposits, and attendance tracking
• Support and problem solve all frontline transactions
• Work museum events to support the team during periods of increased activity, as needed

Membership
• Develop an annual membership work plan
• Plan, schedule, and write campaigns, appeals (acquisition, renewal, lapsed, upgrade), and other membership communication
• Coordinate upgrade strategies and cultivation approaches with the Development team to identify potential members for annual and leadership gift solicitation
• In coordination with the Development team, manage membership acknowledgment mailings, data entry of membership gifts and membership information, and fulfillment procedures
• Work closely with the Database Manager to adhere to established processes and ensure data accuracy and financial reconciliation
• Coordinate with the Marketing division to develop and manage a multi-channel marketing plan for membership through print, online, phone, and onsite channels
• Ensure proper stewardship and recognition for members with mailings (print and online), calls, and other forms of outreach
• Track progress to financial goals and other key performance metrics with a regular schedule of reporting on the growth, retention, upgrade, and engagement of the membership base
• Serve as primary contact for incoming calls about membership

Volunteers | Group Tours
• Recruit, assign, and manage volunteers to help deliver excellent member experiences
• Provide inspiring leadership for volunteers; plan volunteer trainings and creative ways to recognize volunteers
• Maintain volunteer records and track volunteer service
• Responsible for group tour sales and logistics, booking tour reservations, collecting payment, welcoming tours, and tracking

Skills and Abilities:
• Passion and ability to deliver exceptional, remarkable member experiences
• Strong service driven problem-solving skills with ability to respond quickly with good judgment, mature reasoning and decision-making
• Strong analytical and strategic thinking skills including understanding of financial metrics and ability to analyze data
• Strong written and oral communication skills
• Effective organizational skills and the ability to multitask in a team-oriented environment with grace and poise, including or especially in hectic times
• Enthusiasm and desire to make an impact
• Ability to work evenings and weekends as required

Education and Experience:
• Bachelor’s degree and 3+ years of supervisory experience in a related setting
• Experience in nonprofit fundraising, preferably a membership organization
• Experience with CRM systems or constituent databases (MOWA uses Blackbaud’s Altru)
• Interest in art preferred
• Strong experience with Microsoft Office suite

Physical Requirements:
• Maintain a stationary standing or sitting position for extended periods of time.
• Be able to lift up to 30 pounds.

Schedule/Hours:
Full-time
40 hours weekly during normal business hours. The position will include after-hours special events, exhibition openings, and functions.

Interested applicants should apply here:
https://wisconsinart.formstack.com/forms/member_engagement_manager