

# Briscoe Western Art Museum—San Antonio, Texas

## Position Description

---

### Membership and Annual Fund Coordinator

---

<b>Reports To:</b>	Vice President
<b>Fair Labor Standard Act Status:</b>	Full-time; exempt, salaried position
<b>Department:</b>	Development

#### POSITION SUMMARY

Reporting to the Vice President, the Membership and Annual Fund Coordinator will lead the effort for new member acquisition, uphold member retention, and ensure the success of unrestricted gifts to the museum's annual fund. This position will also work with other development staff to ensure excellent stewardship for members and annual fund donors. The ideal candidate will have a background in museum membership and annual funds, a passion for analyzing data, and will be confident and ready to promote the museum's benefits to prospective members at all events and through direct mail acquisition and e-solicitations.

#### ESSENTIAL FUNCTIONS

- Growing and developing the museum's membership and annual fund.
- Supporting the annual fund major gifts efforts and identifying new major gifts prospects.
- Coordinating the cycle of membership renewals and acquisitions, including list management and analysis, renewal mailing schedules, e-communications, website updates, on-site and online acquisition and renewals, member correspondence, and benefits fulfillment.
- Coordinating production of direct mail and email annual fund solicitations, including list management and analysis, e-communications, website updates, and donor correspondence.
- Working with vendors on content, design, production, and calendar for all print and online membership and annual fund materials.
- Working with communications team to streamline and enhance all online and mobile giving pages, promoting giving within all digital communications, including e-news and announcements, and analyzing digital media engagements.
- Leading crowdfunding efforts for the museum in conjunction with the Development Department, including planning and implementation and content design.
- Stewarding membership and annual fund donors.
- Working closely with all development staff on events, taking a lead role in membership events.
- Creating regular reports to chart progress toward revenue and engagement goals.
- Ability to work evenings and weekends as required.
- Other duties as assigned.

## **QUALIFICATIONS**

- Bachelor's degree and two-plus years of experience with museum membership and/or annual fund programs.
- Superior interpersonal, written, and verbal communication skills.
- Outstanding organizational and problem-solving skills, with ability to prioritize and execute multiple projects simultaneously.
- Strong analytical and strategic thinking skills, including ability to analyze data and create engagement plans.
- Strong experience with Microsoft Office and Customer Relationship Management (CRM) systems.
- Enthusiasm and desire to make an impact on a mission-driven team.

## **WORKING CONDITIONS**

- Position requires periods of standing, walking, and/or sitting. May occasionally need to lift and carry up to twenty pounds and to push and pull up to forty pounds with the assistance of a cart.

**Interested parties can send a cover letter and resume using any one of these methods:**

Facsimile/FAX

Subject: **Membership and Annual Fund Coordinator**

Fax number: (210) 299-4118

or

Email

Subject: **Membership and Annual Fund Coordinator**

[info@briscoemuseum.org](mailto:info@briscoemuseum.org)