

Whatcom Museum Foundation

Job Description

JOB TITLE: Development Manager

DEPARTMENTS: Museum Development

CLASSIFICATION: Salaried (Exempt), Full-time (40 hours weekly)

JOB SUMMARY:

Professional Museum position administrating and managing all aspects of the Museum's development program, Annual fund drive, grants, and special fundraising events. Works closely with the Executive Director to develop and tract prospects and donors, donor communications and events. Works with the Marketing and Public Relations Manager to ensure that the Museum's external communications support the Museum's development efforts. Works with and provides guidance to Membership and Visitor Experience Manager regarding Membership fulfillment and communications.

SUPERVISORY RELATIONSHIP:

Reports to the Whatcom Museum Chief Financial Officer and works closely with the Executive Director. Works independently under department, city, state, and federal rules, regulations, and guidelines. Provides indirect supervision to volunteers and interns.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Oversees all grants in support of exhibitions, education, programs, and capital projects in conjunction with other members of the Museum's Leadership Team.
2. In conjunction with the Executive Director, CFO and /or Development Committee, assists in the development, implementation, and evaluation of a comprehensive fundraising program that aligns with the Museum's philanthropic goals. This includes setting the fundraising goals and objectives and developing strategies for cultivating and soliciting major gifts, planned gifts, and corporate/foundation gifts. Assists in the creation of a compelling case for philanthropic support for the Museum on an annual basis.
3. Assists in the stewardship and cultivation of donors and prospects.
4. Handles escalated Museum Membership issues, and supports Membership and Visitor Experience Manager in providing professional and responsive support for all Membership concerns.
5. Oversees the design and implementation of Membership retention campaigns to ensure a satisfactory renewal rate for existing members.
6. Oversees the Creation and execution of Membership acquisition campaigns to obtain new Members.
7. Develop analytical and tracking reports to monitor the success of Membership and Annual Fund Campaigns.
8. Evaluate impact of benefits and incentives on Member acquisition and retention; adapting methods as necessary.
9. Oversees the Development of Member communications and collateral for print, onsite, and online distributions including appeals, web copy, brochures, and forms; contribute to the Member newsletter, social media, e-news and e-mail campaigns.

ESSENTIAL FUNCTIONS OF THE JOB (continued):

10. Manages Annual Fund Campaigns, along with other offers, benefits, and unique Member experiences in order to increase engagement and raise funds for the Museum.
11. Collaborates with staff, Board of Trustees, volunteers and vendors to host Museum Member and Fundraising Events which enrich the visitor experience, increase community engagement, and support the institutional relevance for the future.
12. Plan and proactively organize fundraising events to ensure maximum turnout and smooth operations; including invitations and other preliminary activities, the events themselves, and all post-event cleaning and analysis of success.
13. Maintains routine communication and support for the Whatcom Museum Advocates and other volunteers.
14. With CFO and Executive Director, develops Fund Raising, Development, Annual Appeal campaigns, and Member Event goals and objectives; organizes and manages day-to-day operations and special projects for these areas; assists with the development of policies and procedures for Membership operations.
15. Assists CFO and Executive Director in the preparation of annual budget for Development, Annual Appeal campaigns, and Member Events; implements and monitors approved budget; submits reports and other information to CFO and Executive Director as requested.
16. Implement and maintain reliable and organized electronic and physical filing systems for all grant and other Development documentation.

ADDITIONAL WORK PERFORMED:

1. Acts as resource to management and employees regarding Development and Membership programs; keeps current in new developments in the field through professional memberships, attending conferences and networking with professionals.
2. Assists the Executive Director with communication, fund development, marketing, and other responsibilities as assigned.
3. Working with digital images and design.
4. May perform physical activities to include moving, lifting, pushing, carrying equipment or supplies.
5. Performs other related duties as assigned by CFO and/or the Executive Director of the Museum.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

- A working knowledge of non-profit fundraising, preferably in the museum field with a focus on membership and development.
- Understanding of fundraising principles and current trends in membership.
- Ability to gain a working knowledge of basic Museum functions and current thinking and best practices in the field.
- Ability to be self-directing and to work with minimal direct supervision.
- Strong organization and task management skills, problem analysis and decision-making, planning and organizing, management control, adaptability/flexibility and time management.
- Strong oral communication and interpersonal skills for working with a diverse population including other employees, Museum patrons, and the general public.
- Ability to handle stressful situations professionally and with tact.

- Strong written communication skills for developing reports, correspondence, policies, procedures and organizational communications.
- Strong work ethic and strong customer service orientation; conducts self at all times in accordance with the ethical standards required of Museum employees.
- Ability to avoid conflicts of interest in use of Museum and of City resources and personnel.
- Ability to maintain appearance of fairness in dealings with staff and customers.
- Public presentation skills including the ability to report on membership and events in an understandable manner to management or board members.
- Ability to understand and clearly explain Museum Membership policies and procedures
- Ability to organize, prioritize, and independently perform work assignments.
- Ability to do repetitive work quickly, accurately, and with close attention to detail in an atmosphere of frequent interruptions.
- Familiarity with data management best practices.
- Knowledge of basic math skills including the ability to add, subtract, multiply, and divide with accuracy.
- Good computer skills including basic proficiency with the MS Office Suite (Word, Excel, PowerPoint).
- Relational database experience required.
- Ability to accurately and rapidly process payments and record transactions.
- Spearhead all direct mail correspondence and have a working understanding of USPS bulk-mail procedures.
- Physical ability to perform required duties including:
 - sitting or standing for long periods of time
 - visual acuity to read a computer screen and a typeset page
 - fine finger dexterity to operate a cash register and computer keyboard and mouse, etc.
 - occasionally lift up to 30 pounds
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.

WORKING ENVIRONMENT:

Work is generally performed in an office environment, with frequent interaction with the public in person and by telephone. Requires some lifting of heavy supplies and materials.

EXPERIENCE AND TRAINING REQUIREMENTS:

- Bachelor's Degree or equivalent required in the fields of either Business, Marketing or Communications.
- Two years of experience managing data bases, membership programs, event handling, fund raising, or a combination thereof.
- Combined experience/education as substitute for minimum education.
- Non-profit experience preferred.

NECESSARY SPECIAL REQUIREMENTS:

- Must pass a local police and Washington State Adult/Child Abuse background check prior to hire.
- Willingness and ability to work flexible and/or additional hours which may include evenings and weekends.
- Occasional in-town driving required.

PREPARED BY:

Charles M. Marcks, CMA
Museum Chief Financial Officer

APPROVED BY:

Patricia Leach
Museum Executive Director

I have read the attached job description for the position of the *Development Manager* with the Whatcom Museum Foundation. I fully understand the job description. I am able to perform the essential functions and meet the job requirements of the position. I also understand that the Whatcom Museum Foundation may revise this job description at any time as business needs dictate. I realize that the job description is not intended to be an exhaustive listing of all of the functions of the job, nor is it to limit the Whatcom Museum Foundation's right to assign other functions to an employee in this position. This job description does not constitute a written or implied contract of employment and does not alter the employment at-will relationship.

In addition, I have discussed the job description with my supervisor and have gone over the following items as it pertains to the aforementioned position:

Job Description Elements	Employee Initial
Basic Purpose	
Essential Functions	
Job Qualification Requirements	
<ul style="list-style-type: none"> • Knowledge/Experience 	
<ul style="list-style-type: none"> • Equipment, Tools And, Software 	
<ul style="list-style-type: none"> • Other Requirements 	
Physical Demands	
Work Environment	

AGREED BY:

Date