

Henry

Membership and Special Events Manager

ABOUT THE HENRY

The Henry Art Gallery was founded as Washington State's first art museum in 1926, on the principle that art stimulates inquiry, fosters knowledge, and builds healthy communities. Located on the campus of the University of Washington (UW), Seattle, the Henry is internationally recognized as a pioneer in the research and presentation of contemporary art. Learn about our mission and vision: henryart.org/about.

POSITION PURPOSE

The Membership and Special Events Manager is responsible for developing donor engagement strategies for the Henry Art Gallery through special events, creative stewardship, and annual giving and membership campaigns. The Membership and Special Events Manager will have significant direct contact with the museum's diverse internal and external audiences including members, patrons, board, staff, volunteers, and University partners.

The position will work closely with the Henry's Deputy Director of External Relations to create and implement a successful membership program that builds an engaged community of Henry members. The position will work collaboratively to design and evaluate annual membership solicitation and renewals, both in print and online. A successful program will deliver value to Henry members by offering members meaningful and unique opportunities to connect with the museum through its exhibits, programs, collections, and events.

COMMITMENT TO EQUITY

The Henry acknowledges the historical structures and social dynamics that have continuously oppressed communities of color, and we acknowledge our part in institutional racism. We also acknowledge that we are situated on the land of the Coast Salish peoples.

We are actively committed to racial equity and to building a strong foundation of inclusivity and awareness in all we do. We value discourse that brings forward voices and positions that have been – and continue to be – oppressed. We do not tolerate hate speech or actions. We recognize that we are in the process of embodying these values across our exhibitions, programs, and operations; this is our ongoing work.

The Henry Art Gallery is a part of the University of Washington. For more information about race and equity at the UW, see washington.edu/raceequity.

SPECIAL NOTE: Henry operations are currently conducted both onsite and through remote work. In September 2021, the museum will resume more regular, onsite, in-person operations. This position will be expected to work primarily onsite, with the possibility of some remote flexibility available.

STATUS: Full-time; FLSA Exempt; benefits eligible

SALARY: \$57,000 - \$61,000 annualized, at 36 hours per week

SCHEDULE: Tuesday-Friday, 36 hours per week

REPORTS TO: Director of Development

ESSENTIAL FUNCTIONS:

Member Acquisition and Stewardship

- Lead strategic membership efforts to ensure achievement of annual growth with an equal emphasis on acquisition, retention, generation of revenue, and acknowledgement of the diversity of Henry audiences.
- Develop a year-round membership acquisition plan that incorporates promotions, renewals, and discounts for all segments of the membership audience and partner with Communications and Museum Services departments to implement.
- Oversee membership data, gift processing, and acknowledgement. Supervise part-time Data Processing and Donor Services Assistant. Monitor, report, and interpret membership sales and attendance on a weekly, monthly and quarterly basis, and communicate to appropriate staff; Serve as database expert, and pursue process improvement initiatives when necessary.
- Execute stewardship activities including, but not limited to: weekly gift acknowledgement letters, tailored thank-you and acknowledgment vehicles for major donors (i.e. letters from leadership and people impacted by their gift), stewardship gatherings, and website acknowledgements as appropriate.
- Work in collaboration with the Grants and Sponsorship Manager to develop and implement corporate partnerships and promotions that extend membership presence and visibility in the community.
- Work in collaboration with Associate Director of Marketing and Communications to identify partnership and cross-promotional opportunities with area museums and non-profit organizations and define member messaging in Henry e-newsletters and renewal mailings.
- Work with Lead Designer to create all marketing materials related to member acquisition, renewal, and stewardship.
- Manage membership budget.
- Take Henry membership out into the broader community. Represent the Henry at community events and in professional networking events with local peers.

Event Management

- Provide professional and strategic production management of all events related to museum members and prospects, with an emphasis on higher-level donors. This includes:
 - Special opening weekend events for members, including patron previews for exhibitions (approximately 5 per year)
 - High-touch dinners with patrons and artists (approximately three to four per year)
- Collaborate with curatorial staff to identify opportunities for donors to engage with museum programs and exhibiting artists
- Make personal invitations to members when appropriate to deepen their engagement at the museum.
- Arrange major gift donor visits/receptions in support of major gift stewardship as needed.
- Supervise event volunteers.
- Supervise a contract event producer to create the annual Henry Gala. This involves:

- Active participation with Board-led Gala Committee
- Management of invitations and registration system
- Oversight of pledge fulfillments and gift acknowledgments
- Clear communication across multiple internal and external constituents
- Identification and implementation of best practices for continued follow up with gala sponsors and guests that will maintain and increase museum engagement

QUALIFICATIONS:

- Bachelor's degree - preferably in marketing, communications, or related field - with demonstrated experience (at least 2 years) working with membership sales or in marketing/fundraising for an organization with similar membership goals and objectives; or equivalent combination of education and experience.
- Proven project management and special event experience, with an accurate and thorough approach to detail. Proven experience in working successfully with and supporting Board members and volunteers.
- Excellent interpersonal skills; poised manner; ability to exercise discretionary judgment and professionally handle sensitive situations. Ability to maintain confidentiality.
- Superior organizational and time management skills; ability to oversee multiple projects and quickly discern priorities among competing interests; flexibility and adaptability to changing needs; proven ability to work independently and collaboratively as a member of team.
- Familiarity with Raiser's Edge, or willingness and ability to learn how to use the Raiser's Edge database system and other proprietary software products.
- Experience in training and supervising volunteers.
- Affinity for working in a museum or other creative environment.

KEY COMPETENCIES:

- **Effective communications:** Expresses oneself clearly and empathetically in interactions with others in all forms of communication, i.e., verbal and written, one-on-one and group, etc.
- **Interpersonal Awareness:** Builds and maintains positive relationships and actively contributes as a member of working teams to achieve results.
- **Professional Credibility:** Pro-actively takes responsibility for meeting goals, objectives, obligations, and solving problems while representing the mission, vision and values of the organization.
- **Critical Thinking:** Obtains, analyzes and evaluates information effectively in the face of ambiguity. Makes appropriate decisions based on relevant information and experience.
- **Ethics and Trust:** Models and upholds the values of candor, openness, inclusiveness and honesty despite internal and external pressures. Acts consistently with Washington State ethical guidelines and organizational core values and beliefs.

Diverse backgrounds make us stronger. We highly encourage Black, Indigenous, People of Color, LGBTQ+, and individuals of all abilities to apply.

APPLY: This is a University of Washington Professional Staff position. To apply, please submit your application through UW Hires here:

<https://uw hires.admin.washington.edu/ENG/Candidates/default.cfm?szCategory=jobprofile&szO>

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