



## **MEMBERSHIP & MARKETING/COMMUNICATIONS COORDINATOR**

The Membership & Marketing Coordinator position at the Missoula Art Museum (MAM) is aimed at increasing the number of people who support the Museum as members, at all levels, and coordinating the marketing and communications activities of the Museum. The position is part of the Development team and will work closely with the museum's marketing firm to coordinate all marketing and communications projects and initiatives for audience building and increasing philanthropic support. The Coordinator has responsibility for ensuring a streamlined and integrated approach to all of MAM's member and external relations and outreach.

### **DUTIES AND RESPONSIBILITIES**

#### **Overall direction/ coordination of membership growth and communications projects**

- Assists in execution of a strategic membership plan, helps set annual benchmark goals for budget
- Manages the annual membership budget, including revenue goal-setting and quarterly review of income and expenses
- Responsible for up-to-date maintenance of Museum's database (Past Perfect), including input of records, processing memberships, list pulls and creating reports, etc., working closely with the Development Officer.
- Coordinates membership initiatives with all staff/departments.
- Establishes overall strategy, timeline, and annual calendar of membership events and programs.
- Establishes the strategy and timeline for all membership mailings and email communications, including member acquisitions, renewals, upgrades, invitations, general communications, and Mission Central appeals for general operating and special projects.
- Works closely with development team and Executive Director to coordinate, administer, and document member and donor relations and activities.
- Assists in execution of comprehensive marketing, public relations, and communications plan, with specific plans being developed for each major project, in conjunction with staff and marketing firm.
- Assists in execution of MAM's overall marketing, communications, and public relations efforts to inform patrons and the public and to develop new audiences.
- Works with MAM's development team and marketing firm to develop and implement communications initiatives that support and integrate with fundraising campaigns to enhance income streams.
- With marketing firm, coordinates MAM's website; develops strategy, objectives, and procedures to maintain up-to-date and dynamic content in coordination with appropriate staff.
- With marketing firm, coordinates and executes cutting-edge communications and presence for MAM across all social media platforms, using website, email, and social media networks to strategically advance MAM's mission.
- Coordinates media and marketing fulfillment relations with business sponsors in coordination with development staff. With marketing firm, solicits, manages, and works to retain media sponsors.
- With marketing firm, develops and coordinates promotion of museum program and membership events, including exhibition-related, educational, membership, fundraising, and community relations events, coordinating with appropriate staff and volunteers as needed.
- Participate with peers, community partners, and MAM's member organizations in efforts to expand MAM's visibility and community participation.

## Specific Responsibilities

- Responsible for creating and implementing an internal direct mail and online package appeal for membership acquisition and upgrades, and annual fund appeals.
- Administer systems for maintaining and building the individual membership programs, including membership levels, acquisition, renewal, upgrade, and annual fund appeals.
- With development team and marketing firm, draft all membership materials for approval, including thank you letters, renewals, web content, emails, appeals, and special marketing materials as needed.
- Responsible for coordination with development team and marketing firm regarding Museum's internet publications, membership materials for events and any other marketing needs.
- Coordinates the Museum's efforts to promote and increase membership on-site at the Museum, as well as through community outreach and special events.
- Works as a team member on a wide range of fundraising and engagement strategies and events for members, donors, and volunteers.
- Other duties as assigned.

## REQUIREMENTS

- Reports to Deputy Director for Finance and Advancement
- Full-time, exempt position

## SKILLS, KNOWLEDGE, AND ABILITIES

- Experience with integrating social media's multi-platforms into strategic marketing/ communications plan and practice
- Demonstrated excellent communication skills
- Experience with Adobe Creative Suite and other computer design and publishing software
- Ability to manage many activities and projects with competing deadlines
- Must be organized and have excellent attention to detail
- Must be able to work evenings, weekends, as necessary

## EDUCATION AND EXPERIENCE

- BA in related field preferred (communications/marketing/business), and at least two years' experience is required.
- Experience coordinating multiple projects and vendor management
- Applicants should be sensitive to the enhanced public role that museums play in society and have a passion to communicate to others how that increases the assets of a community

## COMPENSATION PACKAGE

- Salary \$30,000 to \$35,000, DOE
- Excellent benefits and paid leave package
- MAM employees participate in a SEP IRA plan

**Please submit cover letter and résumé by July 31 to:**

### **TRACY COSGROVE**

Deputy Director for Finance and Advancement  
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