

Phoenix Art Museum is looking for a **Membership and Group Sales Manager** to manage and advance the growth and retention of members at contribution levels of less than \$1,500 annually. Develop new products to increase market share, design and implement strategies for program expansion and membership renewals including digital and traditional member acquisition efforts, and upgrade campaigns for existing members. Ensure high quality of service for current and new members. Responsible for developing and expanding the Museum's group sales and group membership programs.

MAIN JOB DUTIES

1. Develop and implement strategies to acquire new Members using a variety of methods, which may include direct mail, email, on/offsite sales, incentive offers, and target marketing.
2. Develop and implement strategies to cultivate current Members and ensure a high renewal rate, using a variety of methods, which may include upgrade campaigns, renewals, email campaigns, incentives, special events, and customer service.
3. Develops and expands the Museum's group sales (10+) and group membership program with community partners.
4. Oversee communication with general Museum members including acknowledgment and renewal letters, individual correspondence, e-mail notices, and event invitations.
5. In collaboration with the Membership and Group Sales Specialist, External Affairs Assistant and the Visitor Services team, handles telephone and email inquiries regarding Museum membership in order to resolve member questions and concerns with the highest ethics, professionalism, courtesy, and tact.
6. Oversee the planning and implementation of Membership-related special events.
7. Coordinate and oversee upgrade campaigns.
8. Evaluates membership benefits on an annual basis and recommends improvements and adjustments.
9. Oversees the expansion of the preferred partners program to enhance membership value.
10. Create and execute a sales training program for front line staff to increase onsite membership sales.
11. Oversee the sales incentive (bonus) program for the front-line staff and the Membership and Group Sales Specialist.
12. Develop and administer Membership and Group Sales budget, review cost and return on investment of all projects, propose revenue and expense projections for review by the Director of External Affairs, and advance approved annual revenue goal.
13. Collaborates closely with the Audience Development Manager on events and programs that enhance Membership and fulfill Membership benefits.
14. Collaborate closely with PR and Digital Communications staff to develop comprehensive digital marketing campaigns, including but not limited to social media and email marketing, and the development of an effective digital renewal strategy.
15. Collaborate closely with Creative Services for the creative conception and design of membership program marketing collateral, which may include acquisition campaigns, signs, brochures, membership cards, invitations, benefit packages, and other materials.
16. Maintain awareness of membership trends and cultivate relationships with peers at comparable local, region and national institutions.
17. Serve as a liaison to the Board of Trustees' Audience Development and Engagement Committee, and as a member of the Board of Trustees' Marketing and Branding Sub-Committee, on an ad hoc basis.

MINIMUM QUALIFICATIONS:

1. Bachelor's degree in marketing, nonprofit administration, arts administration, business, or related field.
2. Minimum of three years' experience managing membership, guest relations, sales, or fundraising program for a non-profit organization, arts and cultural organization, or related field.

KNOWLEDGE AND SKILLS

Knowledge of:

1. Significant sales, relationship management, customer service, and/or marketing skills
2. Strong leadership, interpersonal, planning, organization, written and oral communication skills
3. Problem solving and conflict resolution skills, diplomacy
4. Raisers' Edge or other automated membership and/or CRM software
5. SR04, Patron's Edge, Salesforce, Tessitura, or related point of sale program preferred
6. Microsoft Office, including adept use of Microsoft Excel, email and the Internet.

Skill and ability to:

1. Ability to supervise, motivate and evaluate staff and volunteers in a high volume, fast-paced environment.
2. Ability to organize and accomplish multiple projects concurrently.
3. Ability to work effectively with multiple Museum supporters, guests, members, volunteers and staff.

Submit cover letter, resume, and salary requirements with job code PAM-MGSM to HR@phxart.org

**** Incomplete submissions may not be reviewed ****