



## **Job Announcement: Development and Marketing Manager**

Founded in 2015, Cascadia Art Museum is an educational nonprofit organization that celebrates the rich tradition of Northwest visual arts and design from 1860-1970. The museum provides enriching experiences for the community and visitors alike through original exhibitions, public programs, publications and educational outreach. Cascadia Art Museum seeks to reassess the hierarchy of traditional art history by regularly including the work of women, people of color, and LGBTQ artists who made substantial contributions to the region's cultural identity.

*Cascadia Art Museum is an equal opportunity employer committed to creating an inclusive workplace. Women, people of color, and LGBTQIA+ individuals are encouraged to apply.*

### **Position Summary**

The Development and Marketing Manager oversees Cascadia Art Museum's membership and development program, community engagement efforts, and assists with educational outreach and museum operations. This position will develop annual marketing plans, create content for multi-channel communications, ensure timely stewardship of gifts, and oversee accurate donation recording. This position will assist with planning and coordinating Cascadia Art Museum's annual *Summer Stars Gala & Auction*. Additionally, this position supports exhibitions by developing marketing materials and coordinating opening receptions. The Development and Marketing Manager reports to the Executive Director and works closely with the Director of Operations, Curator, volunteers, and board committees.

### **Responsibilities**

- Oversees all aspects of Cascadia Art Museum's membership program. Develops communications calendar, writes content, schedules renewals, and sends tax receipts/acknowledgments
- Plans and executes donor acquisition and upgrade campaigns. Coordinates appeals and works with list brokers and mail house to develop unique direct mail and email pieces. Sets response goals, writes compelling content, plans follow up, and tracks progress toward goals. Assists Executive Director with major donor cultivation and grants program
- Works with board members, volunteers, and Executive Director to plan and assist with community engagement, outreach, cultivation, and stewardship events throughout the year, including the annual *Summer Stars Gala & Auction*
- Works with board members and volunteers to coordinate educational outreach, including school/youth group visits, docent tours, and art-making workshops. Regularly reviews inquiry process, updates events calendar, and helps to determine needs and opportunities in fulfilling our educational mission in the region
- Serves as relationship manager for key mid-level donors (up to \$1,000). Integrates efforts to upgrade donors into membership and special appeal strategies
- Plans, schedules, and coordinates member and donor receptions for exhibition openings. Manages invitation design and development, recipient lists, RSVPs, catering, and event programming

- Coordinates with Curator, designers, and print house to develop marketing collateral for each new exhibition. Develops press releases and manages media relations. Works with museum store manager to order exhibition-related merchandise
- Oversees monthly newsletters using MailChimp. Maintains lists, aggregates and develops content, and updates templates as necessary
- Other duties as assigned

## **Qualifications**

The ideal candidate will have a strong record of creative communications and independent follow-through on multiple projects. We are looking for a team member who is highly organized, independently motivated, committed to excellence in attention to detail, and who has passion for museums, art, and working with a group of volunteers who are deeply dedicated to our community.

- Two to five years of professional experience in nonprofit development, communications, marketing, or donor relations
- Demonstrated ability to manage, prioritize, and drive to completion multiple projects with great attention to detail
- Experience working with cloud-based constituent relationship management software and email marketing services
- Dependability, diplomacy, and good organization skills
- Excellent written, verbal, and interpersonal communication skills
- Great relationship management skills and an ability to work well with teams
- Experience in event management preferred

## **Hours and Compensation**

**Employment Type:** Full-time, exempt

**Compensation:** \$45,000-\$55,000 depending on experience. Medical benefits.

**Location:** Edmonds, WA

Please send résumé and a one-page cover letter detailing your interest in this position with Cascadia Art Museum to Leigh Ann Gilmer, Executive Director, at [hiring\[at\]cascadiaartmuseum.org](mailto: hiring[at]cascadiaartmuseum.org).

Applicants granted an in-person interview will be asked to provide professional references.

**Position is open until filled. Priority consideration given to applications received by October 4, 2019. Please no follow-up calls.**