Position Title: Membership and Individual Giving Manager
Department: Advancement
Location: Georgia O’Keeffe Museum, Santa Fe, NM
Pay: $58,000-$62,000
Hours: Full-Time, Exempt

Position Summary
The Manager of Membership and Individual Giving will manage and oversee the Membership and Individual Giving programs including donor acquisition, retention, messaging production, and analysis to meet and exceed annual fundraising goals.

This candidate will bring creative strategies for retention and acquisition and have a vision for how to strengthen and expand the membership program to increase contributed revenue and enhance engagement with individual donors. Provides strategic oversight in designing and implementing a charter membership program for the new Georgia O’Keeffe Museum campus, expected to open in 2027.

Demonstrated prior success in similar endeavors is highly desirable.

Responsibilities include but not limited to

Fundraising Strategy and Campaigns
- Manages and oversees all aspects of membership (<$5,000) and individual giving
- Develops and implements acquisition and retention efforts for the membership program
- Executes the annual appeal and manages recognition efforts
- Responsible for achieving revenue goals for membership and annual fund
- Plans and conducts special promotions, upgrade opportunities, and unique events for members
- Analyzes member metrics, including retention rates and onsite conversion rates, identifying opportunities for growth strategically utilizing Altru/CRM database and managing accurate records
- Prepares and manages program budgets and expenditures
- Works with Marketing and vendors, to produce and coordinate collateral needs, including stationary, membership brochures, etc.
- Plans and executes Charter Membership program in anticipation of new facility opening in 2027
Member Stewardship and Relationships

- Develops strong relationships between the museum and its donors through personal outreach and by responding quickly and efficiently to donor inquiries and special requests; facilitates contact between donors and other areas of the museum.
- Plans and coordinates general member events, including invitations, RSVPs, and planning logistics in collaboration with other team members.
- Identifies and qualifies donors with capacity to upgrade support such as major gifts, programmatic support, and/or estate giving.
- Uses research and prospecting skills to deepen relationships with existing donors and make recommendations to other team members for cultivation strategies.
- Oversees fulfillment of donor benefits, both print and digital and ensures appropriate recognition.
- Serves as the primary point of contact for members, including answering calls and emails with strong and efficient customer service skills.
- Conducts staff trainings for onsite membership sales, staff liaison between front of house teams and Advancement Department.

Background and Qualifications

- BA in relevant field of study; Required
- 4 or more years’ experience in Museum or non-profit fundraising; Required

Skills and Abilities

- Ability to work creatively and collaboratively in a team-based environment.
- Excellent written and oral communications, strong editing skills.
- Excellent interpersonal skills and ability to relate to a variety of constituencies.
- Highly organized and detail oriented.
- Able to work independently and handle multiple priorities.
- Significant experience with Altru/CRM required.

Benefits

This position is eligible for our full benefits package including medical, dental, vision, Life Insurance and Short/Long Term disability, 403b retirement plan with employer match, museum membership, retail store discount, Employee Assistance Program, PTO, Paid Holidays and much more!

To be considered, please send your resume to: Jobs@okeeffemuseum.org

The Georgia O'Keeffe Museum is an equal-opportunity employer and considers all candidates for employment based on such factors as knowledge, education, skill, experience, the ability to perform required activities and availability, and without regard to race, religion, color, sex, sexual orientation, age, ancestry, citizenship, national origin, disability or any other legally protected status.

Applicants must be authorized to work in the US for any employer, without needing sponsorship.