



CHESAPEAKE BAY MARITIME MUSEUM

213 NORTH TALBOT STREET | ST. MICHAELS, MD 21663 | 410-745-2916 | CBMM.ORG

POSITION: ADVANCEMENT MANAGER

REPORTS TO: VICE PRESIDENT OF ADVANCEMENT

The Chesapeake Bay Maritime Museum is dedicated to preserving and exploring the history, environment, and culture of the entire Chesapeake Bay region, and making this resource available to all. As an educational institution, staff carry out CBMM's mission, goals, and vision, working individually and collaboratively to encourage the public's access to our collections, programs, and resources.

POSITION SUMMARY

In collaboration with CBMM staff, the Advancement Manager is responsible for planning and overseeing all aspects of CBMM's annual giving and membership programs by:

- Developing synergy between Annual Fund and Membership
- Ensuring a significant base of unrestricted annual support
- Developing effective marketing strategies and programs (direct mail, telemarketing, Internet solicitations, promotions, onsite sales, events, and prospect research) to help impact growth in CBMM's membership and donor base
- Increasing and improving donor and membership renewals, retention, upgrades, and recruitment.
- The Advancement Manager is a key team member with a focus on collaboration, development, and implementing new strategies to retain donors, strengthen tactics to upgrade existing donors and engage new prospects.

QUALIFICATIONS

- Bachelor's degree
- 3-5 years of experience in non-profit, development or fundraising
- Excellent customer service
- Proficient in Microsoft Office (Word, Excel) and constituent relationship management databases (CRM) with Altru (Blackbaud) preferred
- Expertise in direct mail and online communications techniques
- Excellent planning, organizational, communication, and editorial skills
- Exceptional attention to detail and accuracy
- Ability to juggle multiple projects simultaneously
- Ability to work proactively, independently, and collaboratively
- Strong organizational and time management skills
- Facility with data and campaign performance analysis
- Ability to organize, implement, and supervise Annual Fund and Membership campaigns.

PRINCIPAL RESPONSIBILITIES

- Develop and implement a creative and highly effective Annual Fund and Membership strategy based in part on data collection, analysis, and personal solicitation and stewardship. Implement Annual Fund and Membership plans (including timelines, budgets, benchmarks, and performance tracking) on a yearly basis with agreed upon financial and stewardship goals and objectives
- Analyze acquisition, retention, and upgrading patterns/outcomes as they relate to donors and members
- Collaborate with all CBMM departments to determine grant funding needs. Manage grant processes with respect to research, timelines, writing, and packaging of all required materials and reporting to ensure timely delivery.
- Collaborate with Guest Services to train and support Welcome Center and Store staff and volunteers to help achieve membership sales, to ensure high quality services are provided to members
- Prepare appeal copy, brochures, telephone scripts, newsletter articles, email communications, web copy, and forms; contribute to social media, e-news, and e-mail campaigns.
- Coordinate Annual Fund and Membership programs with all other Advancement initiatives, including Major Giving, Corporate and Foundation giving, and Special Events
- Liaise with Communications department to produce Annual Impact Report
- Assists in the preparation of annual budget for Advancement department; implements and monitors approved budget; submits reports and other information to VP of Advancement
- Manage a personal portfolio of top Annual Fund donors and prospects and personally solicit their support
- Train and supervise a part-time Advancement Administrative Assistant
- Lead the planning and organization of CBMM fund raising events, including the annual Boating Party and Boating Party underwriting auction, and major donor cultivation and stewardship events
- Secure sponsors for CBMM events, exhibitions, membership, and other activities.
- Assume such other duties as are necessary for the operation of CBMM or as assigned by the President & CEO or VP of Advancement.

The Advancement Manager is a full-time, non-exempt position of CBMM with an expected minimum work schedule of 40 hours per week. All staff are expected to be available to work a flexible schedule that may include evenings and weekends.

The Advancement Manager is expected to be present for all membership events/advancement functions unless otherwise arranged with the VP of Advancement and may be assigned to work in a capacity alternate to that defined.