

DAYTON PERFORMING ARTS ALLIANCE



Membership Manager Position Description

POSITION: Membership Manager
REPORTS TO: Vice President for Philanthropy
STATUS: Full-time

The Organization:

The Dayton Performing Arts Alliance (DPAA) is a single, integrated organization that encompasses the Dayton Ballet, Dayton Opera, Dayton Philharmonic Orchestra, and a wide range of learning programs for children, youth, and adults. The annual budget is in the range of \$8.5 million. Our driving purpose is to inspire as many people as possible to fall in love with the classical performing arts. Ten years after the merger of three historic organizations, we are completing the journey of becoming a single, integrated organization working together toward that shared, driving purpose. We believe that the arts are for everyone, and we strive to put that into practice in everything we do. We believe that in order to serve our community well, we must reflect it well. Inclusion, diversity, equity, and access are central to our journey as an organization, and we seek new colleagues who, whatever their responsibilities, can help us make progress on that journey with commitment and authenticity.

Greater Dayton is a well-kept secret, a robust, thriving, and affluent community characterized by major military, health care, and educational institutions as well as thriving manufacturing, distribution, and technology sectors. The population of young, well-educated professionals in Dayton is growing because of these economic anchors and the myriad small- to medium-sized businesses that are thriving and growing along with them. Dayton ranks fifth in the United States for the economic security of its senior citizens and is home to a surprising number of citizens who have chosen to retire in the area from elsewhere. Dayton also boasts a Chamber of Commerce that ranks among the top 20 in the US, and over the last decade its downtown has been undergoing a renaissance that includes a large amount of new downtown housing as well as restaurants and a minor-league baseball stadium, all of which has attracted a large number of both young and recently retired downtown residents. The major anchor of downtown is the Schuster Center, home to DPAA as well as a wide variety of national touring productions from Broadway and elsewhere. Dayton's arts community is a major strength and of higher quality and richness than most communities its size. We believe that a thriving arts community is crucial to quality of life, and a major priority for us is educating the business community to see how the arts help attract and retain a high-quality workforce.

Position Overview:

Donors who give \$100 or more annually are considered members of the DPAA. The Membership Manager works with the Vice President for Philanthropy and the Development Team to manage and execute a membership program that attracts, retains, and delights donors as they move through their journey from multi-ticket buyer or subscriber to first-time or renewing donor. This role is responsible for direct mail appeals to donors giving under \$1,000.

Key Responsibilities:

- Manage all phases of the membership journey and build the development pipeline from first-time donor to renewing donor at the \$1,000 level.
- Ensure membership benefits are delivered to donors in a timely manner, and work with vendors to secure and coordinate specific benefits such as valet parking, etc.
- Oversee reporting, data analytics, donor lists, extractions, and segmentation to identify donors at various stages of the membership journey.
- Work collaboratively with the Marketing Team to develop and implement effective messaging and offers for donors in each phase to move them forward and ensure retention and increased membership giving.
- Manage DPAA development direct mail appeals from collateral production, messaging, postal budget and collaboration with the Marketing Team to ensure unified organizational voice, language, and artwork. Work with mail house to coordinate larger appeals.
- Make telephone calls to donors under \$1,000 to thank them for their contributions.
- Work with Development Operations Manager to facilitate engaging donor events such as regular donor lounges, performance previews, open rehearsals, salons, and parties for stewardship and cultivation.
- Conduct annual member surveys to determine member satisfaction and opportunities for growth.
- Research best practices of other arts organizations that are implementing the long-haul model.
- Work with Vice President for Philanthropy to create new fundraising tools such as appeal letters, brochures, presentations, videos, and newsletters – all with an aim of inspiring subscribers to become donors, and for donors to increase their giving.

WORK CONDITIONS:

- Significant evening or weekend functions or performances.
- Standing for extended periods of time.
- Moving/lifting objects, boxes, and furniture as needed/allowed, not to exceed 20 lbs.

Qualifications:

- Bachelor's degree in Marketing, Communications, Arts Management or equivalent combination of education and experience.
- 3-5 years of experience in marketing, communications, or development.
- Demonstrated success at patron engagement, support and retention.
- Ability to build one-on-one relationships through targeted communication, special events and networking
- Extensive experience with database management and CRM solutions.
- Proficiency in Tessitura is a plus.

- Proven success with targeted, direct marketing or direct mail fundraising
- Proficiency in reporting, analysis and budgeting.
- Outstanding communication skills—interpersonal, verbal, and written.
- Experience in the Microsoft suite of products is required.
- Experience with design software such as Canva or Adobe is desired.
- Familiarity with the performing arts, preferably with experience working in an arts organization.
- Ability to work evenings and weekends throughout the performance season required.

Salary and Benefits:

Salary is commensurate with experience.

Benefits:

- 403(b)
- Dental and Vision Insurance
- Health Insurance
- Paid Time Off

This position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Nothing in the position description restricts management's right to assign or reassign duties and responsibilities to the position at any time.

Website: www.daytonperformingarts.org

Application Process:

To apply, please submit a letter detailing reasons for interest in this position and addressing the specific qualifications outlined above, along with salary requirements and four professional references **by email only to careers@daytonperformingarts.org**.

In accordance with applicable federal, state, and local laws, the DPAA is committed to a policy of nondiscrimination and equal employment opportunity. All employment decisions will be made without regard to race, color, gender, religion, sexual orientation, national origin, ancestry, age, pregnancy, marital status, political affiliation, veteran status, or non-job-related handicap, or any other protected characteristic. This applies to all areas of employment, including but not limited to recruitment, selection, promotion, compensation and termination.