



Museum of
Contemporary Art
SANTA BARBARA

POSITION: Development and Communications Manager

REGULAR FULL-TIME

REPORTS TO: CEO

COMPENSATION: \$42,000 - \$50,000 DOE

BENEFITS for this position include paid sick and vacation time, 11 holidays annually, medical, dental, vision, life insurance, and the opportunity to contribute to a retirement program after one year's employment, with matching.

OVERVIEW

The Development and Communications Associate is responsible for facilitating various fundraising strategies, membership drives, community events for MCASB, as well as supporting the Museum's marketing, communications and public relations plans. The position works in conjunction with other staff to promote all aspects of the Museum's mission, ensuring institutional visibility and the growth of an informed, engaged audience. This position is vital in ensuring community relationships with funders, donors and members remain strong while maintaining the institutional brand and voice of the Museum across all departments. Additionally, this role is responsible for building, maintaining, tracking and growing the donor and membership base at MCASB.

REQUIREMENTS

- BA or equivalent level of education and experience required
- 3 years of directly related work experience in fundraising, marketing, communications and or public relations is preferred
- Development experience including donor appeals, individual solicitation process, donor cultivation, and grant writing
- Excellent written, oral and interpersonal communication skills with a demonstrated ability to present clearly and persuasively
- Excellent organizational and administrative skills, attention to detail, ability to multitask
- Knowledge of the visual arts and a passion for contemporary art is preferred but not required
- Quick learner who is comfortable taking initiative and working independently
- Working knowledge of MAC OS, Microsoft Office Suite, Google Suite, Adobe Creative Suite, Social Media, and constituent management databases is essential
- Comfortable working under pressure and tight deadlines
- Willing to work flexible hours including evenings and weekend as required

ESSENTIAL FUNCTIONS

Development

- Work with CEO and staff to develop and implement strategies to raise essential funds for MCASB.
- Accurately maintain the member and donor database including, but not limited to, updating constituent records, charitable contribution entry, board dues, and donor communication.
- Provide weekly, monthly and yearly reports of membership activity.
- Timely management of new membership applications and renewals processes including composing and sending letters, providing relevant invoicing, and tax information as needed with high attention to detail pertaining to each level of benefits.
- Contribute to crafting communication unique to the voice and vision of MCASB's membership program for acquisition and pipeline strategies.
- Work with staff and board to develop donor appreciations programs

- Work with the Chief Curator to plan and execute exhibition tours and Art Study Tours for members and potential donors (book hotel reservations, restaurant reservations, transportation in visiting cities, schedule curator-led tours, itineraries, and marketing materials).
- Support CEO in securing benefits for upper level member groups and donors, including securing VIP Passes to art fairs worldwide.
- Assist in the planning and implementation of fundraising events, opening receptions, and programs that serve MCASB's members and broader audience (guest lists, registration materials, staffing, catering, rentals, set-up & take-down, securing permits/licenses).
- Coordinate event collateral materials including save the dates, invitations, programs, and signage.
- Engage with community stakeholders with a focus of membership acquisition and relationship building.
- Report to CEO with accurate records of incoming donations, restricted and unrestricted contributions, in-kind support and all other charitable revenue streams.
- Process contributions, individual, corporate, and foundation giving, drafting appropriate acknowledgements for approval, and maintain both digital and print donor files
- Other duties as assigned by the CEO

Communications

- Manages all digital and print advertisements and campaigns
- Manages institutional brand and image in accordance with Museum style guide
- Initiates, develops, and maintains media and public contacts for disseminating information. Researches and writes press releases and manages press for events and receptions.
- Cultivates marketing partnerships/sponsorships with media and community partners
- Coordinate mailings and regular emails for appeals, events, newsletters, etc.
- Edits content provided by Curatorial and Engagement departments and coordinates the production and dissemination of all public information, graphic, and promotional marketing materials, including print materials and email announcements such as monthly e-newsletter and social media campaigns
- Maintains press clippings archive; help select press clips for regular distribution to staff and Board of Trustees and compile quarterly press reports
- Edits website updates, adds upcoming events to website, ensure that all webpages are up to date and factually correct
- Creates surveys and systems for tracking audience feedback through digital services and surveys
- Maintains systems for data tracking and analytics for all advertising campaigns, and event/exhibition attendance
- Develops ongoing initiatives for building audience loyalty and growing attendance
- Other duties as assigned by the CEO

About Museum of Contemporary Art Santa Barbara

Museum of Contemporary Art Santa Barbara (MCASB) seeks to enrich lives and inspire critical thinking through meaningful engagement with the art and ideas of our time. MCASB provides Santa Barbara and the Central Coast with exhibitions and programming that encourage discovery, cultivate new perspectives, and challenge the way we see and experience the world, ourselves, and each other.



MCASB is the premier venue for contemporary art between Los Angeles and the Bay Area.

MCASB is committed to providing superior quality and unparalleled customer service in all aspects of our work. We believe each employee contributes to the success and growth of our organization. MCASB is proud of the professional qualifications of the members of its staff. The ambitious goals and many accomplishments of MCASB are due to a large extent to the commitments, talents, devotion to high standards and effective work of its staff. MCASB takes great pride in its cooperative culture and embraces it as one of our fundamental strengths. MCASB constantly seeks to maintain an atmosphere of open dialogue that promotes interaction and the exchange of ideas among employees. Effective teamwork is one of MCASB's core values. In addition, MCASB embraces individual thinking and creativity.

MCASB provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. MCASB complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to: hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.